

Update Bulletin

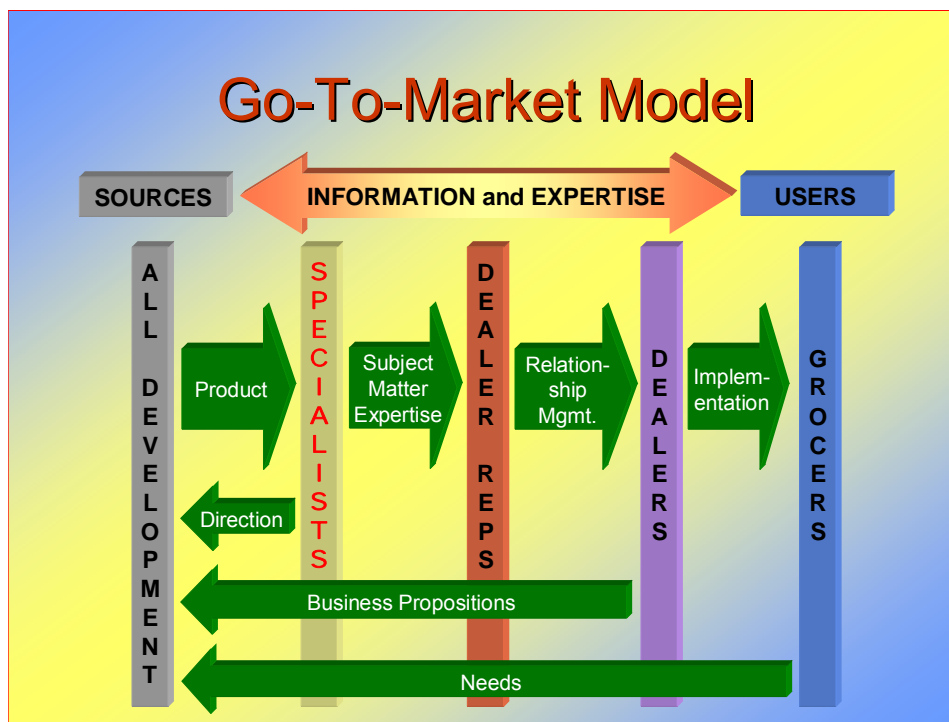
New Go-To-Market Model for StoreNext — Promotions of Larry Schmitz and Tony Pusateri

April 16, 200

StoreNext is pleased to announce an important step in its market model and field staffing capabilities as we “kick it up another gear.”

With StoreNext’s growth from an ISS45-only company to the current full grocery IT offering set with RBO, PocketOffice, Fuel, Connected Services, loyalty, Pricer Electronic Shelf Labels and the renewed self-checkout momentum, it is no longer possible for StoreNext’s Dealer representatives to provide the depth of expertise required across this expansive product set. In service to Dealers’ success, therefore, StoreNext is building a new staff of Business Development Specialists who will provide deep expertise, product and industry knowledge for both product development and sales campaigns.

These Business Development specialists will be primarily responsible for ensuring sales and functional success for their product lines. Specific responsibilities include key campaign support for Dealers and StoreNext Dealer representatives. The specialists will also work closely with Retailix, Fujitsu and our other vendors, plus coordinate Enhancement management and product direction. As you can see by the chart below, these specialists will assist practically all major campaigns and product development.



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The Business Development Specialists will report directly to Bruce Minale, StoreNext General Manager. In addition, a dotted-line relationship will exist to Tony van Seventer, head of StoreNext Marketing and Products.

It gives me particular pleasure to announce the appointment of the first two Specialists in StoreNext's Business Development group.

- Larry Schmitz is hereby promoted to manage the PoS offerings in StoreNext's library, including ISS45 and the new self-checkout systems. StoreNext is fortunate to have someone like Larry already on board with his extensive knowledge of in-store systems and checkout operations – not to mention his complete history with ISS45.
- Tony Pusateri will formally join StoreNext's Business Development group handling Fuel and the Pricer ESL system. In many ways, Tony is our prototype Specialist for this group – if you've ever had the pleasure of working with him for StoreNext's ESL or Fuel offerings, you'll know exactly what I mean.

Larry Schmitz will continue his current Dealer Sales responsibilities until a new Dealer Manager can be put in place. Also, StoreNext's immediate hiring plan includes a third Specialist for business development of StoreNext's back office and hosting products. StoreNext will also continue to add to our Field Systems Engineering group.

Please join me in welcoming Larry and Tony to this critical new StoreNext group.

To Your Success,

Bruce

*Bruce Minale
General Manager*