

Update Bulletin

StoreNext Supplement in Progressive Grocer

February 10, 2003

StoreNext Retail Technologies is pleased to announce that it has partnered with Fujitsu to sponsor a special advertising supplement in the February issue of *Progressive Grocer*.

Right in synch with the upcoming MarkeTechnics show, this 8-page piece is titled "Rethinking Store Systems – How Relentless Cost Reduction Can Strengthen Your Competitive Position in Tough Economic Times." It explains StoreNext's two-part strategy to help independent grocers thrive by implementing technologies that:

- (1) Relentlessly drive cost out of their business, and
- (2) Attract and retain shoppers for superior business performance.

The article presents three primary discussion areas. They include:

- How the Grocer and Vendor (that's you) can collaborate for mutual benefit.
- An explanation of "Lifecycle Solutions" – the big picture and investment protection, not just feature/function benefit. You'll recognize the ideas here – this is what we all do for a living.
- ROI analyzers – you'll be seeing more of this applied to support the cost/benefit justification for new technology.

Obviously, not everything in the piece is focused directly on independent grocers only. It also covers large Tier-I accounts (as you might expect given Fujitsu's participation with the piece). But *any* grocers who are thinking about their business and the road ahead will find this to be compelling reading.

We have ordered copies of this StoreNext/Fujitsu Supplement and we will send a package of 50 to every StoreNext Dealer in good standing. You should be receiving them shortly. Please get rid of them! Put them in the hands of your prospects and customers – they tell an important story, promote critical name recognition and continue to attach you and your Dealership to the real forward motion in this business.

And if you run out and need a few more? Ask. We can probably find some for you.

To Your Success,

Tony
Antony van Beventer

This document and information are supplied to StoreNext Retail Technologies personnel and third parties to assist them in doing business with StoreNext. They are not to be used or distributed for any other purpose.

StoreNext Retail Technologies LLC endeavors to ensure that the information in this document is correct and fairly stated, but does not accept liability for any error or omission.