



Update

Welcome to K.C. Potts

November 7, 2000

Fujitsu-ICL is very pleased to announce that K.C. (Kevin) Potts has joined our Dealer team in the position of Senior Sales Director. K.C. will be working to support our Dealers and Larry, Jim, Pat and Bruce as we move **ISS45** Dealer campaigns up into larger accounts. K.C. will also be instrumental in winning additional wholesale warehouses over to **ISS45**, shortening the Dealer sales cycle and increasing your target ratio.

K.C. has over 26 years of grocery experience and a background spanning sales, marketing and logistics. If there's a chain or a wholesaler out there, K.C.'s probably called on it, and has excellent contacts from mahogany row to the front line buyers. K.C.'s also been a guest columnist for *Progressive Grocer* and been featured in several *Supermarket News* articles regarding his innovative marketing plans and sales solutions.

"Fujitsu-ICL's going on the offensive in the indirect chain and wholesale markets," K.C. says. "In just a few weeks we've already made great progress MDI and Affiliated Foods — two accounts that weren't receptive to us in the past, but that's all changed. You look at the account list, and it's loaded with exciting opportunities and target accounts that our Dealers can win with **ISS45** and teamwork. One of my first projects is charting an aggressive sales campaign with Jim, Larry, Pat and Bruce and the Dealer network."

Why join Fujitsu-ICL? "I'm a grocery guy. That's what I know about. It's clear that Fujitsu-ICL has taken the leadership position in the "new frontier" of the grocery business — the technology and retail IT development area — and so that's where I want to be. I believe we can combine my grocery business network and contacts with all these great products and services — this helps drive our sales campaigns and can create a major impact out there in the supermarket business."

I think you get the idea. I think you can also now see all the pieces falling into place — people, products, organizations, targets, relationships, agreements, plans — in our drive to seize the outright leadership of this business.

To Your Success,

Tony

Tony van Severter
Director: Supermarket Systems

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