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For Immediate Release

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StoreNext announces Fujitsu's Corema Loyalty for independent grocers

Packaged loyalty system offers "Tier 1" advantages for smaller chains

DALLAS – Feb. 24, 2003 — StoreNext Retail Technologies LLC and Fujitsu Transaction Solutions Inc. announced the immediate availability of Fujitsu's Corema Loyalty for independent grocery chains. The package offers retailers the loyalty features and functionality of systems used by the largest chains without the development and modification expenses typically involved in customized systems.

Corema Loyalty is a complete, end-to-end customer loyalty club management system for the smaller chain grocer that complements StoreNext's ISS45 point-of-sale (POS) applications. It is a packaged version of Fujitsu's Corema customer relationship management system originally developed to help national grocery chains boost brand loyalty, revenues and margins. Today, Corema is used by large chains to track and reward more than 60 million shoppers weekly.

Fujitsu will market Corema Loyalty in cooperation with StoreNext dealers. Fujitsu will provide sales, implementation and support services for the product.

"Corema was originally designed to offer tier-one grocers the high degree of sophistication and flexibility that national chains require to meet widely differing requirements across their markets," said Bruce Minale, StoreNext's general manager. "Fujitsu has packaged the loyalty component of its powerful Corema product and made it available to smaller chains at an affordable cost, requiring no store downtime for installation, using easy-to-manage standard hardware and software."

Corema Loyalty features

Research shows targeted promotions result in higher redemption rates – percentages in the teens – as opposed to mass mailings, which typically average one or two percent. Combined with StoreNext's ISS45 POS software application, Fujitsu's Corema builds customer loyalty by identifying and analyzing customers at every touch-point (POS, Web, kiosk, etc.). Corema Loyalty can provide instant rewards to customers while they are in-lane at any store in the chain.

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A joint venture of Fujitsu and Retailix



The application manages, in real time, a customer's or household's progression toward offers and promotions. As soon as a customer earns an award, Corema Loyalty manages the process of recording and redeeming awards.

The application also enables the retailer to drive down costs by targeting intelligent customer subsets for a specific promotion, reducing the costs of handling and redeeming coupons, and decreasing the number of customer service staff and cashiers required to handle promotions. It also targets the most profitable customers with specific offers focused on their interests or known spending behaviors.

Additional features:

- Complete, end-to-end customer loyalty club management system that fully complements ISS45's advanced promotions system
- Standard platforms and software, including Microsoft Windows 2000, Microsoft SQL 2000 Server, low-cost servers, TCP/IP
- Ability to interface with major industry-standard packages
- Access at any touch point: kiosk, Web shopping, IVR
- Quick and easy installation and configuration, requiring no store downtime
- Architecture that grows with the grocer

About StoreNext Retail Technologies LLC

StoreNext Retail Technologies LLC is the No. 1 supplier of retail technology to independent grocers and small chains. Based in Plano, Texas, StoreNext is a joint venture of Retailix Ltd. (NASDAQ: RTLX) and Fujitsu Transaction Solutions Inc. The company markets Fujitsu POS hardware, Retailix's ISS45 POS software and Internet Connected Services for managing stores via Web-enabled applications. StoreNext is the only retail IT company focused exclusively on meeting the needs of this wholesaler-served market with packaged solutions that were previously available, affordable or practical only for large chains.

Web site: www.storenext.com.

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