

**For Immediate Release**

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**StoreNext and Retalix to Offer LaneHawk System**

**New Agreement with Evolution Robotics Retail Integrates Leading Bottom-of-Basket Recognition System with StoreNext's ISS45, ScanMaster and Retalix StoreLine POS**

**DALLAS – July 9, 2009** – StoreNext Retail Technologies LLC and Evolution Robotics Retail (ERR) have signed an agreement for StoreNext to distribute ERR's LaneHawk™ system through StoreNext's nationwide reseller network. StoreNext, a subsidiary of Retalix® (NASDAQ – GS : RTLX), will integrate LaneHawk into its ISS45™ and ScanMaster® POS solutions, while Retalix® will offer LaneHawk with its StoreLine POS, enabling grocers of all sizes to eliminate most losses from bottom-of-basket shrink.

LaneHawk combines video with patented object recognition technology to detect and identify items left in the bottom of checkout baskets during checkout. Unnoticed by cashiers, such items cause losses averaging \$3,500 per lane each year, according to data from ERR. LaneHawk alerts cashiers and automatically enters bottom-of-basket items into the shopper's order, reducing shrink. Since items do not need to be removed from the basket for scanning, checkout speed and shopper service is enhanced while doing away with cashier injuries from lifting heavy items from the bottom of the basket.

StoreNext, the leading supplier of retail technology to independent grocers and regional chains, will now add LaneHawk to its portfolio of fully-integrated solutions. StoreNext provides independent grocers and regional chains with tailored technology solutions and local support, and the addition of LaneHawk enables Evolution Robotics Retail to extend its leadership to a new and untapped market.

“The combination of LaneHawk with StoreNext's ISS45 and ScanMaster solutions will provide a wide range of grocers with a real-time loss prevention solution at the point-of-sale,” said Mark Belfiglio, vice

president of sales and marketing at Evolution Robotics Retail. “Adding these new channels gives our company new ways to serve our customers and the means to help grocers stay profitable.”

“Timing could not be better for this exciting opportunity,” said Ray Carlin, StoreNext’s president and CEO. “There’s been interest in the industry on loss-prevention and the LaneHawk solution helps stop bottom-of-basket shrink with an ROI of 12 months or less.”

### **About Evolution Robotics Retail**

Evolution Robotics Retail, Inc. is based in Pasadena, CA, and develops intelligent products and solutions for the retail industry based on ViPR®, its visual pattern recognition technology. The company’s flagship product is LaneHawk™, a retail loss prevention solution that helps turn bottom-of-the-basket (BOB) losses into profits in real time. ViPR, the technology behind LaneHawk, is installed in over 2 million machines worldwide. ([www.evoretail.com](http://www.evoretail.com))

### **About StoreNext**

StoreNext Retail Technologies LLC is the No. 1 supplier of retail technology to independent grocers and regional chains. Based in Plano, Texas, StoreNext is a subsidiary of Retalix Ltd. (NASDAQ: RTLX) and markets POS hardware, Retalix’s ISS45 and ScanMaster POS software, Retalix Store and Retalix HQ, as well as Internet Connected Services for managing stores via Web-enabled applications. StoreNext is the IT company that’s dedicated to 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](http://www.storenext.com).

### **About Retalix**

Retalix® (NASDAQ – GS: RTLX) is a leading provider of software solutions to retailers and distributors worldwide. The Company’s product and services help its customers automate and synchronize essential retail and supply chain operations, encompassing stores, headquarters and warehouses. Specializing in the food industry, Retalix serves customers in more than 50 countries. For more information, visit [www.retalix.com](http://www.retalix.com).

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