

For Immediate Release

Press Contacts:

Jeff Green
greenj@mbapr.com
Michael A. Burns & Associates Inc.
(214) 521-8596

**Pro's Ranch Markets Implements New Real Time Sales Dashboard
From StoreNext**

**Application Shows Grocers How Stores Are Performing,
Enabling Them to Quickly React to Competitive Opportunities**

DALLAS – July 14, 2009 – Hispanic-focused regional grocery chain Pro's Ranch Markets has implemented a new Real Time Sales Dashboard from StoreNext Retail Technologies LLC, a subsidiary of Retailix Ltd. (**NASDAQ: RTLX**). The Connected Services™ software application helps independent retailers monitor and control current store sales performance from any Web-enabled PC or mobile device.

According to Jeff Provenzano, vice president of information technology and advertising for Pro's Ranch, the application – with its visual graphs and accessible data – is simple to understand and immediately easy to use. Pro's Ranch Markets has implemented the Real Time Sales Dashboard across all 12 of its stores in Arizona, California, Texas and New Mexico.

“StoreNext's Real Time Sales Dashboard tells us exactly how our stores are performing, with a consolidated view of our sales that's updated hourly,” Provenzano said. “It allows us to react quicker to external competitive opportunities and has generated excitement, energy and a healthy dose of internal competition.”

The StoreNext Real Time Sales Dashboard displays a digital “odometer” of company-wide sales on a PC or mobile device such as the RIM BlackBerry® or Apple® iPhone. Bar graphs show the status of sales at individual stores as well as percentage progress toward plan. Users also can drill down into detailed charts with current figures for specific item, sales per customer and total department sales contributions.

The Real Time Sales Dashboard enables managers to see how stores are performing compared to their daily or weekly projections; monitor and manage category promotions; and take corrective actions on pricing and labor decisions based on real-time performance.

Connected Services is StoreNext's suite of Internet-based, software-as-a-service (SaaS) applications that complements any ISS45, ScanMaster or Retailix StoreLine POS system. With StoreNext Connected Services, cutting-edge enterprise applications are offered as subscription modules. By eliminating the need for up-front capital investments and technical staff, retailers can significantly reduce up-front costs while reducing risk.

About Pro's Ranch Markets

With twelve stores in four states, including six stores in Arizona, four stores in California, one store in Texas, one store in New Mexico, a restaurant, a gas station, an 80,000 square foot corporate office and warehouse in California and a 130,000 square foot warehouse in Phoenix, Pro's Ranch Markets is one of the fastest growing Hispanic Independent Grocery Retailers in the country. For more information on Pro's Ranch Markets, please visit www.prosranch.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 Retailix Ltd. (NASDAQ: RTLX) and markets POS hardware, Retailix's ISS45 and ScanMaster POS software, Retailix Store and Retailix 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.

#####

For sales and product information call (972) 265-4800.