

**For Immediate Release**

**Press Contacts:**

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

## **CART Implements StoreNext Connected Payments**

### **Independents move toward Retail 3.0 with sophisticated new technology**

**Syracuse, NY:** The Center for Advanced Retail Technology (CART) will install and showcase StoreNext's Connected Payments™ in its Syracuse supermarket location. Connected Payments is the first electronic payments solution providing fully integrated PIN-pad-to-processor data encryption and data security while reducing PCI compliance costs by removing all card data from the store. Connected Payments is also designed to cut overall administrative and payments interchange expenses for independent grocers and regional chains by more than twenty-five percent.

"It is a well-known fact that interchange and processing fees often surpass profit margins for independent stores," said Berkeley Hawkins of CART. "By also easing the burden of PCI compliance while protecting shoppers from card fraud, Connected Payments is an important milestone for independents' efforts to compete and succeed in today's market."

Software-as-a-service ("SaaS") and cloud computing have become established models for delivering applications, putting the most powerful software in the hands of even the smallest operators on a subscription basis and eliminating almost all up-front investment. This is important to realizing CART's Retail 3.0™ vision for advanced retail business practices, since the crucial linking of shoppers to their purchases and behavior is most practically—and economically—accomplished via these Web-based technologies.

"The shopper is fast becoming the focus of the entire supply chain," said Hawkins. "As the industry moves toward Retail 3.0, independent operators have been, unsurprisingly, some of the first to capitalize on this key movement. CART's showcasing of Connected Payments is very significant, since it exemplifies how independent grocery operators now have sophisticated technologies that were once the

exclusive province of the largest chains. We see StoreNext leading the way by making such cutting-edge services cost-effective for even the smallest grocer."

"We are delighted by CART's selection of Connected Payments, but especially so because CART preaches only what they actually practice," said Tony van Seventer, StoreNext's vice president of marketing and products. "Entrusting their essential payments operations to our system came only after long study of the 'Connected' model as well as the application itself. CART's installation of Connected Payments may well be its single most compelling endorsement for independent and regional grocers, who can now rest assured that the system's benefits of data fortification, PCI mitigation and cost savings will all apply to their operations."

### **About CART**

The Center for Advanced Retail Technology brings the Retail 3.0™ vision to a live retail environment and educational center. Its mission: to enhance industry learning through hands-on, behind-the-scenes views into new and forthcoming technologies and discussion focused on changing business practices. Data capabilities at CART support relevant marketing and value to each shopper while providing quantitative and qualitative measures for everything happening in-store. Educational sessions to understand the new retail ecosystem are guided by experienced team members. Visitors are immersed in the retail experience, then shown the supporting infrastructure enabling the emerging Retail 3.0 ecosystem.

Web site: [CART@hawkinsstrategic.com](mailto:CART@hawkinsstrategic.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 fully-integrated technology solutions based upon ISS45 and ScanMaster grocery POS software and StorePoint convenience store POS from Retailix, including POS terminals and hardware, back office, mobile computing, self-checkout and loss-prevention systems. StoreNext's Internet Connected Payments and Connected Payments manage essential functions via low-cost subscriptions. StoreNext is exclusively dedicated to meeting the needs of grocery and convenience store independent and regional operators, providing packaged solutions that were previously available, affordable or practical only for the largest chains.

Web site: [www.storenext.com](http://www.storenext.com).

#####

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