



NEWS RELEASE

C&K Markets Chooses Retalix Connected Payments to Cut Costs, Ease PCI Compliance

*SaaS-based Payments System Removes All Cardholder Data from Stores;
Reduces Transaction, Technology and Compliance Expenses*

DALLAS – July 24, 2012 – C&K Market Inc. has deployed Connected Payments™ from **Retalix®** (NasdaqGS: **RTLX**). The Brookings, Ore. grocery chain has rolled out the cloud-based, software-as-a-service (SaaS) payments system across its 61 Ray's Food Place, Ray's Shop Mart and C&K Market banners. The grocer also uses Retalix POS software across its enterprise.

Alan Nidiffer, chief information officer of C&K Market, says Connected Payments will help his company better manage compliance-related transaction data, while improving overall POS efficiency and reducing costs. The Connected Payments subscription-based model eliminated all of C&K's up-front license costs for the new system, while providing operational efficiency from centralized online reporting and analysis.

"We wanted to effectively meet increasing PCI standards, and Connected Payments provided the best solution because it actually removes all cardholder data from our stores," said Nidiffer. "The result is optimal transaction data security. In addition, Connected Payments has helped us reduce our electronic payments costs overall, and it provides centralized reporting that improves our operational performance."

Todd Michaud, president of Retalix USA, said, "Connected Payments helps grocers like C&K Market ease the burden of costly PCI compliance updates, while ensuring reduced costs and dramatic payback. C&K has been a Retalix customer for many years, and we look forward to building further upon that relationship."

For more information about Connected Payments, visit:

<http://www.retalix.com/products/electronic-payments-system/connected-payment-eps>

About C&K Market, Inc.

C&K Market, Inc. is a family and employee owned company based in Brookings, Ore.. The company operates grocery stores and pharmacies under the banners of Ray's Food Place, Shop Smart, C&K Market and Pharmacy Express. C&K was recently ranked No. 16 in Oregon Business Magazine's 2010 list of the top 150 Private Oregon Businesses. For more information visit: www.ckmarket.com.

About Retailix

Retailix is a leading global provider of innovative software and services to high volume, high complexity retailers, including supermarkets, convenience stores, fuel stations, drugstores and department stores. The company's products and services help its customers to manage and optimize their retail operations, differentiate their brand and build consumer loyalty, while providing retailers with the flexibility and scalability to support ongoing business transformation and growth. Retailix offers solutions for point-of-sale (POS), sales channels and in-store management (including mobile and e-commerce), customer management and marketing, merchandising, and logistics. By leveraging a multitude of deployment options, including Software-As-A-Service (SaaS), Retailix serves a large customer base of approximately 70,000 stores across more than 50 countries worldwide. The Company's headquarters are located in Ra'anana, Israel, and its North America headquarters are located in Plano, Texas. Retailix stock trades on the NASDAQ and the Tel Aviv Stock Exchange.

For more information, visit <http://www.retailix.com>, the contents of which are not part of this press release. Follow Retailix on Twitter: [@Retailix](#).

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Safe Harbor for Forward-Looking Statements: Except for statements of historical fact, the information presented herein constitutes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and U.S. federal securities laws. For example, the statements regarding the future rollout of deployment of Retailix solutions and the performance goals that Retailix customers like C&K Market are trying to achieve by deploying such solutions all include forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Retailix, including revenues, income and expenses, to be materially different from any future results, performance or achievements or other guidance or outlooks expressed or implied by such forward-looking statements. Such factors include risks relating to Retailix's anticipated future financial performance and growth, continued roll-outs with existing customers, continued interest in Retailix's new platforms, the perception by leading retailers of Retailix's reputation, the potential benefits to food and fuel retailers and distributors, expansion into new geographic markets, and other factors over which Retailix may have little or no control. This list is intended to identify only certain of the principal factors that could cause actual results to differ. Readers are referred to the reports and documents filed by Retailix with the Securities and Exchange Commission, including Retailix's Annual Report on Form 20-F for the year ended December 31, 2010, for a discussion of these and other important risk factors. Except as required by law, Retailix undertakes no obligation to publicly release the results of any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof, or to reflect the occurrence of unanticipated events.

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