



Update

New Wholesaler Program with Associated Wholesale Grocers

September 22, 2000

Fujitsu-ICL is very pleased to announce a new wholesaler agreement with Associated Wholesale Grocers, Inc. Headquartered in Kansas City, AWG's 75-year history has positioned them as one of the country's most important wholesalers, with operations and members throughout ten states in the nation's heartland.

The new program features a combination of business relationships designed to ensure that all parties — the grocer, the Dealer, AWG and Fujitsu-ICL — all benefit and share appropriately in the advantages. Dealers, for example, will receive leads from AWG with the **ISS45** solution proposed as an "endorsed solution" to AWG members, and Fujitsu-ICL and *RETAILpartners* will now participate fully in AWG shows.

To kick off this new four-way partnership, AWG and Fujitsu-ICL will sponsor a three-city "road show" so that Dealers, Fujitsu-ICL and AWG personnel can meet and begin the process of making the partnership operate smoothly.



In addition, Fujitsu-ICL will announce a special kick-off promotion for AWG members, with substantial discounts for **ISS45** installations this year.

This new relationship with AWG is the most recent step to ensure that Independent Grocers in North America will enjoy the competitive advantages of the very best in PoS technology — and supported by the premier retail information technology Dealers in the business.

To Your Success,

Tony

Tony van Severter
Director: Supermarket Systems

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