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For Immediate Release

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**Geissler's increases efficiency and responsiveness with StoreNext's
electronic shelf labeling system**

Infrared solution delivers price changes at "the speed of light" for independent grocers

LAS VEGAS - July 20, 2004 - Geissler's Supermarkets Inc., a New England independent grocery chain, has chosen StoreNext Retail Technologies LLC for its electronic shelf labeling (ESL) solution for its four stores in the state of Connecticut.

The announcement was made at the 2004 RSPA Show at The Mirage in Las Vegas, July 18-21.

"StoreNext's Pricer® solution offers us a storewide ESL system that is easy to use, makes price changes in seconds and ensures instant price accuracy throughout our stores," said Jim Nilsson, Geissler's president. "StoreNext is focused on helping us compete, and we've seen ROI almost immediately. We're particularly impressed with the speed and accuracy of the labels."

"Our goal is to provide retailers like Geissler's with innovative solutions that level the competitive playing field between them and the industry giants," said Ray Carlin, president and chief executive officer at Plano, Texas-based StoreNext. "With its infrared 'IR' technology, Pricer delivers price change capability at the 'speed of light', giving the independents a competitive advantage."

"Geissler's deployment of IR technology throughout its stores in Connecticut shows a commitment to be at the leading-edge of store technology while enhancing customer service," added Carlin. "The technology will provide store patrons with additional assurance that product labels are current and

accurate, while eliminating a store's radio frequency dead spots and securing two-way communication between the labels and the back office."

Pricer is the most feature-rich ESL solution on the market. It provides a unique solution that fully adapts to any retail need with features including fast and reliable high-speed infrared communication technology and ruggedized, theft-proof labels that attach easily to shelf edges. StoreNext's Pricer system operates on the same PC controller used for all other store applications. The seamless tie-in with point-of-sale (POS) systems reduces price discrepancies in the store while making fast display changes possible.

"True to our 'Declaration for Independents' campaign launched in June, this ESL solution is yet another example of StoreNext's commitment to ensure that independents have access to the very best systems and technologies," said Carlin.

About StoreNext

StoreNext Retail Technologies LLC is the No. 1 supplier of retail technology to independent grocers and small chains. Based in Plano, Texas, StoreNext is a joint venture of Retailix Ltd. (NASDAQ: RTLX) and Fujitsu Transaction Solutions Inc. and markets Fujitsu POS hardware, Retailix's ISS45 POS software and Internet Connected Services for managing stores via Web-enabled applications. StoreNext is the only retail IT company focused exclusively on 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

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For sales and product information call (469) 241-8400.

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