

**For Immediate Release**

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## **Dallo Connects With StoreNext's Connected Services**

### **Affordable, high-end solution centralizes data for independent grocer**

**PLANO, TX – Dec. 1, 2004** — Dallo Enterprises, Inc., a 10-store San Diego, Calif.-based independent grocer, is implementing Connected Services™ Item Hosting from StoreNext Retail Technologies. Dallo has also selected StoreNext's ISS45 point-of-sale solution to be rolled out to all stores, including their Harvest Ranch, Orchards, Foodland, Hometown, Gigante, and Jonathon's La Jolla banners.

"We believe that the affordability and any time/any where availability of StoreNext's Web-based applications will allow us to better manage operations across all stores," said Mike Dallo, chief executive officer. "Connected Services allows us to access high-end applications without significant up-front hardware and software costs."

"Providing independents access to affordable, sophisticated technology and services to compete with industry giants is the cornerstone of our business," said Ray Carlin, president and chief executive officer at Plano, Texas-based StoreNext. "It's all about tapping the power of the Internet to help independents drive productivity and profitability."

Connected Item Hosting (CIH) supports all of ISS45 POS' major data components, including the item file, price file, promotions engine and more. It also supports the entire life cycle of an item — or promotion — from creation through pricing and to final chain-store distribution. Connected Item Hosting acts as the master item catalog and manages UPC files across every store in the chain while serving as a data repository for other Connected Services modules.

StoreNext's ISS45 POS was exclusively designed to precisely meet the requirements of independent grocers and regional chains. Its powerful transaction-processing architecture is optimized for the extreme performance requirements of the supermarket business and it can be economically scaled for stores of widely different sizes and types.

SouthWest POS, a systems integrator providing point of sale solutions in southern California, Arizona, southern Nevada and New Mexico, is working closely with StoreNext to ensure a smooth implementation. Dallo has worked with SouthWest POS since 1991.

According to Dallo IT project manager Tom Bauer, the company has installed ISS45 in four of the ten stores to date and expects to complete the implementations in early 2005. Stores will “go live” with CIH as each ISS45 install is completed, Bauer said.

### **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 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](http://www.storenext.com)

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

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