

**For Immediate Release**

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**StoreNext to Showcase Pricer's Next-Generation  
Electronic Shelf Labels At MARKETECHNICS 2006**

**New Chip Label Technology Available for Independent Grocers**

**SAN DIEGO – Jan. 30, 2006** – StoreNext Retail Technologies LLC today announced availability of Pricer® next-generation electronic shelf labels (ESLs) for independent grocers. The new family of ESLs includes technologies and capabilities that offer investment protection, better profit potential and ROI for grocers and expanded information available to the consumer.

The infrared technology of the Pricer C<sup>2</sup> Electronic Shelf Label System eliminates virtually all physical activity associated with changing prices. Using an existing back office system linked to the Pricer system, independent grocers can instantly modify and validate prices by unit, department, or even storewide. The large, easy-to-read high-contrast labels are a convenient, attractive way to get shoppers' attention on sales or other promotions at the grocery shelf, end of aisle displays and the produce section.

“This new generation of ESLs is yet another example of how StoreNext provides independent grocers with the means to differentiate themselves while enhancing the shopper experience,” said Ray Carlin, president and CEO of StoreNext. “That, in turn, helps drive repeat business and customer loyalty.”

With the Pricer C<sup>2</sup> system, grocers have the flexibility to implement price changes on literally hundreds or even thousands of items per day, depending on the amount of items in the store. The new system also can be used to display and track information such as stock levels, last order dates, shipment quantities and more. With the click on the new infrared key in the direction of the ESL, the grocer can conveniently access planogram information such as facings – right at the shelf edge.

According to Pricer, the company is the global leader in electronic shelf technology, with more than 1,000 stores installed worldwide. Their customers include such well-known brands as Costco Wholesale in the U.S., Metro Cash & Carry in Germany, Carrefour in France and others.

“Several savvy independents are already installing ESLs and we expect to see significant additional interest with this new generation,” concluded StoreNext’s Carlin.

### **About Pricer**

Founded in 1991, Pricer is the largest supplier of electronic display and information systems to the retail industry. Pricer offers electronic information systems designed to significantly improve customer profitability and productivity. With the largest product range on the market, Pricer’s ESL systems are installed on three continents. Customers include the second largest retail chain in the world and some of the largest retail chains in Europe, Japan and the United States. Pricer, in cooperation with preferred partners, offers a fully integrated solution together with supplementary products, applications and services.

### **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 and ScanMaster POS software, Retailix Store and Retailix HQ, as well as Internet Connected Services for managing stores via Web-enabled applications. StoreNext is the IT company that’s dedicated to 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.**

Ref: 06-03