

For Immediate Release

Press Contacts:

Neil McGlone
nmcglone@mbapr.com
Michael A. Burns & Associates Inc.
(214) 521-8596

Tony van Seventer
avanseventer@storenext.com
StoreNext Retail Technologies LLC
(503) 699-1115

**StoreNext and MobileLime to Collaborate
on Cell-Based CRM for Independent Grocers**

MobileLime plug-and-play rewards platform now available through StoreNext dealers

PLANO, Texas – May 31, 2006 – StoreNext Retail Technologies LLC and MobileLime have signed an agreement under which the two companies will market and provide MobileLime’s cellphone-based marketing and rewards platform to independent grocers. The joint solution uses mobile phones to give shoppers instant rewards and provide community information, reminders and shopper-specific offers via text messages.

Already installed in several locations with StoreNext’s ISS45™ POS platform, MobileLime provides shopper database management services, reporting and cell-based messaging for independent grocers and regional chains. Shoppers benefit from cardless reward programs, paperless coupons and special promotions that are targeted and personalized by the grocer. Integrated with the MobileLime platform, ISS45 identifies shoppers via their mobile phone number and automatically enables the merchant’s unique offers with item-level savings appearing on the receipt.

According to the agreement, StoreNext, through its nationwide dealer network, will market the MobileLime platform to independent retailers. StoreNext dealers will provide ongoing service and support for the in-store systems. Further plans include completing an interface to StoreNext’s ScanMaster® POS system and providing transaction routing and enhanced reporting via StoreNext Connected Services™.

“Many independent grocers want and need CRM but have always lacked the resources to develop cost-effective programs themselves,” said Tony van Seventer, vice president of marketing and products, StoreNext. “MobileLime puts even the smallest grocer on a level field with big-chain competitors. Responsive promotions can be developed overnight and presented immediately to a rifle-shot audience. And best of all, research shows that shoppers prefer this kind of delivery and opt in.”

“MobileLime and StoreNext enable independents to set themselves apart from ordinary retailers,” said Robert Wesley, MobileLime president and CEO. “MobileLime instantly upgrades the store’s image by eliminating paper coupons and the wallet clutter from traditional shopper cards,” continued Wesley. “The insider cachet that a shopper feels when individualized messages appear on the cellphone is just more icing on the cake.”

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 Retalix Ltd. (NASDAQ: RTLX) and Fujitsu Transaction Solutions Inc. and markets Fujitsu POS hardware, Retalix’s ISS45 and ScanMaster POS software, Retalix Store and Retalix 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.

About MobileLime

MobileLime is the first U.S.-based company to turn the mobile phone into a marketing, loyalty and payment device, enabling merchants to build sales and loyalty in ways never before possible. With MobileLime, consumers can use their mobile phones to personalize their shopping experience with valuable information and offers, take advantage of loyalty programs without carrying a card, and use their mobile phones as a quick and secure way to pay for purchases. MobileLime enables merchants to create a true one-to-one relationship with their customers – reaching them through multiple channels with timely and targeted promotions when customers are most receptive. Merchants can take advantage of cost-effective high-impact interactive cardless loyalty programs, and let customers pay with their mobile phones, speeding checkout and cutting costs by offering flexible payment options. Recently awarded 1st place winner of the Wireless Emerging Technologies Award at CTIA WIRELESS 2006 for the Consumer Messaging Application (SMS/MMS) category and the 2005 Global Retail Technology Award for Best In-Store Innovation and the Innovation Award from the Global Mobile Marketing Association, MobileLime, a service of Vayusa, Inc., is privately held and based in the Boston area. To learn more, please visit www.mobilelime.com.

###

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

Ref: 06-08