



Press Release: **Reitan Group**

DigiPoS continues to show positive results despite a slow economic down turn; inks a deal to deliver 2000 POS systems to Reitan Group worth \$5.5 Million US



Reitan Servicehandel

May 20, 2009 - DigiPoS Store Solutions has secured the order from Reitan Group to supply 2,000 PoS systems to the Norwegian Reitangruppen, whose company portfolio includes stores such as 7-Eleven, Spaceworld and Rema 1000 in Scandinavia. After many competitive bids, the order worth approximately \$5.5 million (30 million Danish Kroner) has been awarded to DigiPoS due to the company's award-winning technology and impressive green profile.

After reviewing many proposals, DigiPoS was selected as the preferred vendor by offering a complete PoS in a box solution tailored specifically to Reitan Groups' high technical and quality requirements.

Over the next nine months DigiPoS will provide Reitan Group with the award winning Retail Blade "RB 7" point of sale system, along with the Multiplex, a specially designed-for-retail touch-screen monitor.

DigiPoS will also provide world-class peripherals, including Epson printers, and Honeywell Genesis Scanners.

DigiPoS is providing a one-stop-shop by project managing the staging, configuration and software burn-in services, along with managing the rollout and logistics to each store.

"It is something of a logistical challenge, having such a vast portfolio of stores and brands across multiple countries, but after the first few weeks of the roll-out we have been delivering smoothly, right on schedule." Explains Carsten Hayn, "We are delighted to be able to work with this Norwegian giant and look forward to a successful and continued working relationship."

Reitan Service Trade consists of 7-Eleven in Scandinavia and the national chains Narvesen, Pressbyrå and Press apvienba in Denmark, Norway and Sweden. 7-Eleven, founded in 1927 in Dallas, Texas is the world's largest chain of convenience stores with more than 31,000 stores worldwide.

For further information contact Shayna Miller
DigiPoS Store Solutions Inc. 1185 Corporate Drive, Burlington, ON L7L 5V5
Tel: 1 866 847 2767 Fax: 905 332 9233 smiller@digiapos-solutions.com

DigiPoS
Store Solutions
TRANSFORMING RETAIL THROUGH TECHNOLOGY