



PRESSRELEASE

ICA AB signs up for the next generation Extenda Point of Sale and Self Scan solutions

“ Since 1998 ICA is one of the most important customers of Extenda. We are extremely proud that ICA has once again chosen Extenda to deliver the new modern Point of Sale solution along with our next generation of Self Scan solution.”

- Peter Carlman, CEO Extenda.

Extenda and ICA, have signed an agreement for Extenda Retail POS and the next generation of Self Scan solution to manage all of ICA's 1.400 stores in Sweden.

"We have a long and successful cooperation with Extenda. Our involvement in Extenda's next generation POS solution started some years ago. After having completed a thorough evaluation including a number of in-store tests it is obvious that Extenda offers the best POS solution for ICA. Many of the ICA stores have different sales channels. With Extenda Retail POS we can assure the same business logic in all these channels. This significantly lowers maintenance and support costs." says Patrik Marquardt, Store Systems Manager, ICA IT.



The scope of the engagement includes Extenda Retail Software, running on IBM WRS. Professional services and support are also provided by Extenda.

The solution includes services such as Point of Sale, Self Scan, Self Payment and Self Checkout. The project has already started and roll out will take place during 2009. The solution will integrate with ICA's existing back office applications as well as 3rd party peripherals.

The development process for ICA's new Point of Sale solution will be based on agile methodology giving ICA possibility to view results early on and provide feedback.

"Using Extenda's Point of Sale product together with Self Scan will give ICA the advantage of an integrated solution where the customers will benefit from features such as real-time promotions and messages shown in the Self Scan scanners" says Peter Carlman, CEO Extenda

For more information, please contact:
Markus Boberg
Director of Sales &Marketing
Phone + 46 8 505 370 00
Email markus.boberg@extenda.se



The ICA Group (ICA AB) is one of the Nordic region's leading retail companies, with around 2,230 of its own and retailer-owned stores in Sweden, Norway and in the Baltic States. The Group includes the retail companies ICA Sverige, ICA Norge and Rimi Baltic. ICA AB is a joint venture 40% owned by Hakon Invest AB and 60% by Royal Ahold N.V. of the Netherlands.

For more information, please visit:
<http://www.ica.se>

About Extenda

Extenda is a leading supplier of retail systems for food-, department-, fashion and general merchandise chains.

Currently, Extenda is the leader in the Nordic market for retail store software.

We have today 30.000 installations in 24 countries, including the United States and Canada.

For more information about Extenda, please visit: www.extenda.com