

## Datalogic Strikes New Deal With Italy's Unicoop Firenze

Bologna, July 15th, 2009 - The partnership between Unicoop Firenze and Datalogic for the Salvatempo service is strengthened. In fact, a purchase agreement for Shopevolution™ with the brand new Joya™ terminals was signed by Unicoop Firenze for a contract worth 1.8 million Euros.

Joya by Datalogic is a new generation shopping pod that has just celebrated the first year of its life, showing excellent performances. This pod will be adopted in about 20 stores of Unicoop Firenze. There will be partly new installations and partly replacements of the old technology systems. With this innovative pod, Datalogic confirms an important success in Unicoop Firenze. Unicoop Firenze is one of the 9 cooperatives of Coop System (with 98 stores including supermarkets, hypermarkets, minimarkets and traditional stores distributed in 7 Tuscany provinces) and the biggest Italian consumers' cooperative, noted for its associates, sales and employees.

This is another target reached by Datalogic in synergy with Unicoop Firenze, which was the first to adopt the Salvatempo service and which today assures its customers a high level shopping experience.

The use of Joya does indeed offer many benefits, starting with the fact that the products chosen by customers can be put away in the shopping bags and loaded directly in the trolleys, thus eliminating the need to put them on the conveyor and assuring fast payments. No more queues at the checkout for Coop associates, thanks to the self-service payment kiosks. Furthermore, Joya displays the purchase amount in real time, giving a constant update of the sales check value, and provides information on the store's special offers.

Thanks to these services, Unicoop Firenze is able to differ distinctly from its competitors, thus increasing its competitiveness and attracting new and increasingly "loyal" customers, satisfied with their own shopping experience and the added value assured by Joya, its information and the Salvatempo rapid payment service.

"This important agreement signed between Unicoop Firenze and Datalogic proves the constant and growing success of the Salvatempo service in Coop stores" Mauro Sacchetto declared, CEO of Datalogic S.p.A. "I am delighted that Unicoop Firenze continues to prefer Datalogic solutions for the most important improvement projects of their services. The renewed trust of Unicoop confirms Datalogic's leadership on the market of self-shopping solutions".

It's yet another success for Datalogic, helping to consolidate the leadership position it has carved out for itself, with more than 300 stores installed, including Italy (Coop, Conad, Carrefour, Auchan, Esselunga, Lombardini, Despar, Finiper and E.Leclerc Conad), France (Groupe Casino, ATAC and Carrefour), and Belgium (Delhaize Group and Carrefour). This further demonstrates the importance of understanding the market and customers, as well as a strong inclination towards innovation for constant and on-going growth.