# DATALOGIC A PRIVILEGED COOP PARTNER FOR SELF- SCANNING

Bologna, 4th April 2003 - Datalogic, a company traded on the Nuovo Mercato (New Economy) of the Borsa Italiana S.p.A. (Italian Stock Exchange), which designs and manufacturers bar code reading systems, and Inres, consortium of co-operatives with the insignia Coop and specialised in providing services for integrating technologies in the Coop point of sales, announce the signing of a national agreement for the innovative Shopevolution™ CRM system by Datalogic.

The agreement regards the exclusive self-scanning service "Salvatempo™: the new way of going shopping", introduced by the Coop for its customers and now available in over 50 points of sales in the network of Coop Adriatica, Coop Estense, Coop Lombardia and Unicoop Firenze. On the basis of this agreement, which foresees co-operation of the two companies in the area of self-scanning systems, Inres undertakes to promote the purchase of the Shopevolution™ CRM self-scanning solution by Datalogic in its consortiums, while Datalogic receives the status of "Privileged Coop partner for the supply of self-scanning solutions."

With the innovative Salvatempo™ system, while shopping Coop members can read bar codes with a specific portable scanner as they remove products from the shelves, constantly check the price of the products purchased, speed up the subsequent payment and hence avoid the queues at the cashier. As a result of the new Shopevoloution™ CRM solution by Datalogic, it is now possible for Coop members to be more informed while doing their shopping, and see on the portable Datalogic scanner any current promotions for them, the shopping total with discounts for the members, the total promotional points acquired, and additional information on the purchased products.

Inres, a co-operative company established in Florence in 1969, provides consulting services for co-operatives in the planning and setting-up of shopping centres, hypermarkets and supermarkets, consulting and management of labour up to the opening of the new sales structure, consulting services for the co-operatives in the selection and purchase of solutions for setting up a point of sales (sales area, specialised departments, warehouse, etc.), consulting services for technological innovation and market offer, and the specialised areas of technologies for points of sales, telecommunications and sofware.

Edilio Garfagnoli, Inres Manager for Point of Sales Technologies, states: "We are particularly pleased with the agreement with Datalogic. With this agreement and the strategic relations with Datalogic, it is possible for the co-operatives in our consortium to benefit from a self-scanning solution which is amongst the most advanced in the technological field and one of the most innovative in the area of CRM. By choosing an Italian company such as Datalogic, the co-operatives can also be guaranteed that the application will be personalised for their business model and its evolution in relation to the technological evolution of the systems in the point of sale."