

Fashion Retailer Chooses Nucleus IS - Stock Audit From PEAK Technologies

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High street retailer Logo, a growing network of young women's fashion outlets, has implemented Nucleus IS – Stock Audit from PEAK Technologies and realised a considerable improvement in its stock taking operations throughout its 25 stores nationwide.

Established in 1996, Logo is a growing retailer with plans for further expansion in 2005. It is this planned growth that highlighted the need to take control of its stock auditing process, which up until recently was managed by an external resource. "Outsourcing this critical part of our operation meant that we never quite had an absolutely accurate picture of our stock at any given time. These nagging uncertainties, combined with our growth plans for 2005, proved to be the catalyst for finding an in-house solution that would offer us flexibility and control over our stock auditing process," said the retail auditor, Logo.

"We evaluated available auditing systems and following a comprehensive site visit, we purchased PEAK's Nucleus IS – Stock Audit solution together with handheld Symbol scanners. Each store is subject to at least two audits per year. Our experience of Nucleus IS so far, is that it provides us with the ability to count every item on the shop floor in the space of three hours, giving us the control that we needed and the flexibility of doing stock counts, as and when required. Also of major importance is the fact that we are able to virtually reconcile data from outlet and central systems on the spot, giving us the assurance of accuracy and delivering considerable improvements across the board. In fact, the system will have paid for itself in 18 months."

Nucleus IS – Stock Audit is a data capture solution designed for retailers which enables them to improve stock accuracy and identify stock loss. It is an easy to use PC and mobile computer based system that is proven to reduce the cost and disruption of stock auditing by offering accurate results on the spot.

Each of Logo's outlets carries around 10,000 items, a combination of high fashion clothing, separates, lingerie and accessories. The lone auditor, relies upon the local outlet staff to conduct the stock takes which necessitated a simple to use solution with minimum training requirements. "PEAK's training was very good. We did one day office based only and followed this with a live in-store stock take, which all in all proves that PEAK's solution is a perfect match for our needs."

About PEAK Technologies

PEAK Technologies, an RR Donnelley company, is an international systems integrator of automatic identification and data collection (AIDC) equipment and systems. Our systems integration specialists and factory-trained technicians are experts in wireless radio frequency network and ERP integration solutions, enterprise printing, bar code scanning, mobile computing, terminal and software technologies.

PEAK's primary applications include solutions for warehousing, manufacturing, distribution, retail, and

field-based operations. PEAK's market leadership and strong financial management provide you with stability and assurance all solutions are delivered with long-term support. Headquartered in Columbia, Maryland (USA), PEAK Technologies has more than 800 employees and operates throughout the United States, Canada, Mexico and Europe - the UK office is based in Ascot, Berkshire.

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Except for historical information, this news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this press release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements described in RR Donnelley's filings with the Securities and Exchange Commission, including the section entitled "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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