

ZBD reaches 100th store implementation

Submitted by: ZBD Solutions

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WINDSOR, UK, June 16 2009 – ZBD (<http://www.zbdsolutions.com>), the epaper for retail specialist, announces that it has reached its 100th store implementation of its epop (electronic point of purchase) solution. This brings the total number of stores that have installed its epaper displays to one hundred, with 23 retailers located across 7 countries within Europe and the US.

SISA's Brambilla SAS store, located near Milan, Italy, marks the one hundredth store implementation, and has deployed e pops within its fresh produce department. SISA Nord-Ovest, the Italian supermarket giant is currently accelerating the rollout of ZBD's solution across its estate with ZBD's Italian partner, Proxima-Centauri Informatica.

"Reaching our 100th store implementation is a huge milestone for ZBD. We've invested significantly in the development of what we believe to be a superior product range and the technology that sits behind it." said Shaun Gray, ZBD's CEO, before continuing, "We launched the epop 50 earlier in 2009 which is already proving a success and helping to drive mass store adoption. We have a number of imminent customer announcements that will reinforce our credibility yet further within the retail marketplace."

Commenting on the achievement, Mr Santini, President of SISA Nord-Ovest said "We are delighted that one of SISA's stores marks the 100th implementation. SISA delivers a superior customer experience to thousands of shoppers every day, and ZBD's innovative solution has definitely contributed towards our success."

Gianluca Pinoli of Italy-based Proxima-Centauri said, "ZBD has made considerable progress over the last year and I am pleased that we have been involved with such a significant achievement. We are working on a number of projects with ZBD currently, so we are looking forward to seeing that number of store implementations increase."

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Notes for editors:

About ZBD (<http://www.zbdsolutions.com>):

Formed out of QinetiQ, the inventors of LCD technology in the 1970's, ZBD is a pioneering company with its own R & D, full IPR and scalable manufacturing processes that enable it to deliver a solution with practical commercial advantages for retailers.

ZBD is a leader in the design and supply of electronic shelf edge labels and associated software solutions for the retail industry. The company has developed the next generation of fully graphical shelf edge label that requires no battery power to retain its image. ZBD's epaper product portfolio provides retailers with a total store solution and the ability to manage and update pricing, product and promotional information at point of purchase, dynamically.

For further information on ZBD, visit www.zbdsolutions.com (<http://www.zbdsolutions.com>).

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