

The logo for BevTrac, featuring the brand name in a bold, green, sans-serif font.

Spring-Feed Shelf Management Systems
for Cold Vaults, Free Standing Coolers & Ambient Shelves

www.bevtrac.com

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RTC's BevTrac[®] Scores Double Digit Beverage Sales Lift in Tests Through C-Store and QSR Channels

Patented, Environmentally-Friendly System Helps Retailers Turn Profit in Tough Times

ROLLING MEADOWS, Ill., (July 2, 2008)—RTC, a global shopper marketing company with emphasis on retail activation, today announced that during the first six months of 2008, customers that have tested the BevTrac[®] equipment in both C-store and grocery applications have reported sales lifts of up to 10 percent.

BevTrac features a patented spring-action glide system that keeps product forward and front facing. By using BevTrac in cold vaults, chillers and free standing coolers, beverage manufacturers and retailers can optimize space and assure that consumers can reach the beverage of their choice. The product is made from reprocessed material, helping retailers support environmental initiatives.

“The beverage category has always been highly competitive and the compounded growth of the energy drink segment has created new opportunities for retailers to sell, and profit from beverages,” said Joel Linton, director of beverage merchandising at RTC. “Sales lift can be achieved by retailers through a creative combination of product offering and merchandising. Use of BevTrac’s patented technology has achieved consistent sales lift of up to 10 percent in the CSD category.”

According to Linton, competition within the sector means merchandising is a key component for increasing sales. BevTrac's interlocking system optimizes space by creating a slot for each size can, regardless of the brand, and allows retailers to rework planograms which can deliver a win for both the brand and the store. Retailers utilizing BevTrac have reported operational savings due to spending less time tidying-up coolers and cold vaults.

RTC's BevTrac Sales Lift/Add One

Additionally, BevTrac's four year warranty eliminates the need for frequent repurchases, reducing cost and decreasing amount of waste sent to landfills.

"In addition to operational efficiencies, BevTrac meets the needs of retailers who want to utilize materials that provide no additional impact on the environment and reduce the impact of materials sent to landfills," said Linton.

About RTC

Established more than 50 years ago, RTC is a global shopper marketing organization with the capability to help brand companies and retailers profitably activate their retail presence in the United States, Europe and Latin America. Headquartered in suburban Chicago, the company provides a comprehensive range of services and products to ensure retail activation: retail planning and design, manufacturing, program management, global logistics, retail technology and store ready solutions. The RTC line of store ready, shelf management solutions offers intelligent, tested solutions and provides answers to a wide variety of common, in-store needs. Requiring no retooling costs, solutions are adapted to the store or brand to ensure speed-to-market. For more information, visit www.bevtrac.com or www.rtc.com.

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