

The logo for BevTrac, featuring the word "BevTrac" in a bold, green, sans-serif font. To the left of the text is a vertical green bar. The entire logo is enclosed in a thin green border.

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

www.bevtrac.com

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FOR IMMEDIATE RELEASE

**Ukrop's Super Markets Successfully Implements RTC's BevTrac® System
to Maximize Shelf Space and Save Labor Costs**

ROLLING MEADOWS, Ill., (Oct. 22, 2008)—RTC, a global shopper marketing company with an emphasis on retail activation, today announced that Ukrop's Super Markets, Inc. has installed the BevTrac® shelf management system in its stores throughout Virginia.

Always on the forefront of technology and industry trends, Ukrop's has deployed the industry's only environmentally-friendly shelf management system and is expected to complete installation in fall 2008. Key drivers for deployment of the system include the ability to maximize shelf space and increase beverage accessibility to shoppers, while also reducing out-of-stocks and decreasing labor costs. 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.

David Taylor, director of merchandising, Ukrop's, cited the ability to efficiently and effectively manage shelf space and the reduction in labor costs as main factors in the company's decision to fully deploy the BevTrac system.

"The BevTrac system helps drive sales by organizing the shelf space and ultimately makes beverages more accessible to consumers," Taylor said. "BevTrac's front facing feature helps save on labor, allowing employees to focus their efforts on serving customers instead of managing the shelf."

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Ukrop's Uses BevTrac/Add One

BevTrac features a patented spring-action glide system that keeps product forward and front faced. By using BevTrac in cold vaults, chillers and free-standing coolers, beverage manufacturers and retailers can optimize space and ensure that shoppers can reach the beverage of their choice. The BevTrac system is made from reprocessed material, helping retailers support environmental initiatives. Additionally, BevTrac's four-year warranty eliminates the need for frequent glide repurchasing, reducing costs and decreasing the amount of waste sent to landfills.

About Ukrop's

Ukrop's Super Markets, Inc., founded and headquartered in Richmond, Va., with more than 5,600, associates now operates 28 retail food stores, Joe's Market (a regional specialty market), a central bakery and kitchen and a distribution center. Since 1937, the privately held business remains dedicated to its version of the Golden Rule: "Treating customers, associates and suppliers as they personally want to be treated." Each year, Ukrop's gives a minimum of 10 percent of its pre-tax profits back to the community. Ukrop's was a pioneer in both loyalty marketing and meal solutions when it launched its Valued Customer[®] program in 1987 and its chilled prepared foods in 1989. In 1997, Ukrop's established a unique partnership to place banks in its retail locations. Today, it co-owns, with Markel Corporation, 25 First Market Bank branches in Ukrop's locations and 12 free-standing branches. For more information, visit: www.ukrops.com.

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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