

PRESS RELEASE

GERRY WEBER International AG is awarded coveted IT-price for RFID solution
The Retail Technology Award Europe is awarded for best IT solutions in retail

(Halle/Westf., 03.03.2010) The research institute EHI awarded a prize to GERRY WEBER International AG in the category "Best Enterprise Solution" yesterday, for the best IT solution in retail. During a festive evening event organised on the occasion of the IT fair EuroCIS, the selection committee of high-calibre international specialists awarded yesterday for the third time the winners of the Retail Technology Awards Europe (reta) in the "Club" of the Capitol Theatre in Düsseldorf. Dr. David Frink, Managing Board IT, Logistics, Production, and Christian von Grone, head of IT, received the prize for GERRY WEBER International AG. In addition to GERRY WEBER International AG, the REWE Informations-Systeme GmbH and Otto International were awarded prizes in the category "Best Enterprise Solution".

GERRY WEBER International AG, with worldwide 340 HOUSES OF GERRY WEBER and more than 1.800 Shop-in-Shop units, was awarded for the introduction of the RFID technology (radio frequency identification) in the clothing industry in order to optimise the logistics and retail processes, as well as for the simultaneous use of this technology as a new form of merchandise protection. The GERRY WEBER group is the first company in Germany to use RFID as article surveillance technology. A further innovation, are the RFID labels made of fabric, which the company will sew directly into the garments in future. The company was supported by competent partners during the introduction of the new system. The companies Torex and T-Systems, and as well Avery Dennison and Salt Solution played an important part in the implementation.

About EHI

EHI Retail Institute is a research, training and consultancy institute for the retail industry and its partners with about 50 employees. The international EHI-Retail Network covers around 500 member-companies from retail, consumer and capital goods industry. EHI was founded in 1951. Managing Directors are Michael Gerling and Prof. Prof. E.h. (RUS) Dr. Bernd Hallier. The GS1 Germany, a 50 %-subsidiary of EHI and of the Markenverband respectively, coordinates allocation of the European Article numbers (EAN) in Germany. In cooperation with EHI the Messe Düsseldorf organises EuroShop, the world's most important trade fair for capital goods for the retail industry, and EuroCIS, showing the latest products, solutions and trends in IT and safety engineering.

Contact: EHI Retail Institute e. V., Spichernstraße 55, 50672 Köln, www.ehi.org
Phone: +49 (0)2 21/5 79 93-0, Fax: -45; Ute Holtmann, Head Public Relations, phone: -42,
<mailto:holtmann@ehi.org>



Caption: Juryman Winfried Lambertz, Editor-in-chief, rt-retail technology; Christian v. Grone GERRY WEBER; Martin Timman Torex; Dr. David Frink GERRY WEBER; Michael Lenk T-Sytems (f.l.t.r.)

Press contact:
GERRY WEBER International AG
Nina Lauterbach
Neulehenstraße 8
33790 Halle/Westfalen
Phone 05201-185 320
E-mail: n.lauterbach@gerryweber.de