



05 למאי 2003

לכבוד  
רשם החברות  
ת.ד 767  
ירושלים 91007  
(בדואר רשום)

לכבוד  
הבורסה לניירות ערך בתל-אביב בע"מ  
רחוב אחד העם 54  
תל אביב 65202  
פקס: 03-5160630

לכבוד  
רשות ניירות ערך  
רחוב כנפי נשרים 22  
ירושלים 95464  
פקס: 02-6513940

ג.א.ג.

הנדון: דר"ח מיידי בדבר פרסום הודעה לעיתונות

אנו מתכבדים לדווח לכם כי החברה מפרסמת היום בארה"ב הודעה לעיתונות שמצ"ב העתקה.

בכבוד רב,

גיא גרי – חשב  
ריטליקס בע"מ

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**FOR IMMEDIATE RELEASE**

**Swedish AB Svenska Pressbyrån Selects *Retalix StorePoint*  
Solution for its 320 sites in Sweden**

Ra'anana, Israel, May 5, 2003 -**Retalix Ltd. (Nasdaq: RTLX)** today announced that Pressbyran, the largest Swedish Kiosk Chain, headquartered in Stockholm, has committed to roll out Retalix's StorePoint HOST-to-POST software solution in all its 320 sites throughout Sweden. Retalix is partnering with Wincor Nixdorf (WN) Norway for the contract, with WN Norway providing hardware, communications and support.

Pressbyran is a classic Scandinavian Convenience Store ("Kiosk"), located in train/bus stations, airports, large cities and remote towns, selling classic convenience items such as magazines, books, cigarettes, drinks, fruit, sweets, lottery tickets, etc. StorePoint will provide Pressbyran with extensive functionality and flexibility to support its various business initiatives at the site, while allowing for full price management, accurate sales reporting and margin analysis at the chain management level.

Pressbyran is part of the Reitan Handel Corporation, Headquartered in Oslo, Norway. Other Retalix customers in the convenience store/ Kiosk segment in Europe include Welcome Break in the UK, AVEC, Kiosk AG and Fenaco chains in Switzerland, and the Narvesen kiosk chain in Norway.

"We selected StorePoint because of Narvesen's excellent experience in using this system; Additionally, by implementing the same management tool as our Norwegian sister company, we want to realize synergies and benefits related to cost efficient maintenance and development of the solution", said Thorbjörn Nord, Managing Director of Pressbyrån.

According to Barry Shaked, CEO of Retalix Ltd., "This win is significant in showing the flexibility, suitability and quality of our StorePoint software. Retalix views Scandinavia and the Nordic countries as strategic market sectors in Europe and we continue to strengthen our position in these markets. This project is further proof of the successful partnership we have had with Wincor Nixdorf since 1989".

**About Pressbyran**

AB Svenska Pressbyrån manages 320 stores throughout Sweden and is undergoing intensive change: The store concept is being modernized, the number of stores increased, and the stores are being converted to franchises. The chain's item sales total approx. \$225 Million and service sales \$336 Million p/a. The company is part of Narvesen International, the business area within Reitan Handel AS responsible for Narvesen, Pressbyrån and the Latvian Preses Apvieniba chains.

## **About Wincor Nixdorf**

Wincor Nixdorf is one of the leading providers of IT solutions and products for retailers and banks, also offering associated services and consulting. Wincor Nixdorf is headquartered in Paderborn, Germany, with a turnover of 1,35 mrd Euro, 4600 employees worldwide and representation in 70 countries world wide.

Wincor Nixdorf has been working closely with Retailix since 1989. Wincor Nixdorf Norway serves as the Scandinavian Competence center for StorePoint and as a strategic partner for StorePoint customers. It is offering retail experience with big projects involving a high number of stores and complex HOST-to-POST solutions including deployment and support of everything from cabling, communication , EFT, HW and SW solutions in the store and at head office, including a Nordic Help Desk, currently supporting more then 1000 StorePoint users. For more information: [www.wincor-nixdorf.com](http://www.wincor-nixdorf.com)

## **About Retailix Ltd.**

Retailix Ltd., with North American headquarters in Dallas, TX, provides integrated enterprise-wide software solutions for the retail food industry worldwide, including supermarkets, convenience stores and restaurants. The Company offers a full suite of software applications that support a food retailer's essential retailing operations and enable retailers to increase their operating efficiencies while improving customer acquisition, retention and profitability. With installations in more than 20,000 stores and quick service restaurants across 44 countries, the Company markets its software solutions through direct sales, distributors, local dealers and its various subsidiaries. The Company was founded in 1982 as Point of Sale Limited and changed its name in November of 2000 to Retailix Ltd. The Company's ordinary shares have been publicly traded on the Tel Aviv Stock Exchange since November 1994 and on the NASDAQ National Market System since July 1998. For further information, please visit the Company's web sites at [www.retailix.com](http://www.retailix.com).

*Safe Harbor for Forward-Looking Statements: Except for statements of historical fact, the information presented herein constitutes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, including revenues, income and expenses, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include risks relating to the Company's anticipated future financial performance, continued roll-outs with existing customers and other factors over which Retailix may have little or no control. This list is intended to identify only certain of the principal factors that could cause actual results to differ. Readers are referred to the reports and documents filed by Retailix with the Securities and Exchange Commission, including the Company's Annual Report on Form 20-F for the year ended December 31, 2001, for a discussion of these and other important risk factors. The Company undertakes no obligation to publicly release the results of any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof, or to reflect the occurrence of unanticipated events.*

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