



## NEWS RELEASE

### **Retailix and FSE Inc. Announce Partnership**

*Companies to Increase Efficiency, Cut Costs for Retail and Foodservice Distributors by Integrating Data Management, Supply Chain Solutions*

**DALLAS — Nov. 16, 2010 — Retailix® (NasdaqGS: RTLX)** and FSE have formed a strategic partnership to seamlessly integrate the FSEnet+ GDSN Data Pool solution and Retailix's Power Enterprise and Supply Chain software suite. This partnership will enable Retailix clients to leverage their Data Pool subscription across the entire organization, which will result in increased operational efficiency through accurate data and reduced resources.

By working together, Retailix and FSE will accelerate the implementation of the Foodservice GS1 US Standards Initiative, thus enabling foodservice distributors to meet or exceed the proposed milestones set forth in the initiative's roadmap.

Additionally, Retailix and FSE have extensive experience conducting rollouts and ongoing support for organizations of all sizes and across multiple channels and geographies, including retail/wholesale, convenience and grocery. With this integrated solution, any Retailix customer can gain direct access to supplier data through the GDSN.

"FSE is excited about the value that Retailix and FSE can bring to combined customers through seamless integration into key Retailix solutions. FSE and Retailix share a similar customer-centric approach, which will simplify the implementation process and increase the speed in which benefits are realized," said Kirby McBride, president & CEO, FSE Inc.

"This partnership will enable our customers and our industry to benefit from unprecedented integration of top-of-the-line data management capabilities from FSE and comprehensive supply chain offerings from Retailix," said Rik Schrader, senior vice president, global sales and marketing for Retailix's Global Supply Chain Division. "In addition, it will give our clients the ability to quickly respond to industry regulations and requirements like the Foodservice GS1 US Standards Initiative."

Retailix Power Enterprise is a solution suite that provides comprehensive automation of multiple enterprise and supply chain functions, bringing efficiency and higher profits to a distributor's or retailer's operation. The suite spans a range of critical business processes, including enterprise resource planning; advanced warehouse inventory control and management; business analytics; product delivery and invoice reconciliation; and mobile or voice devices for warehouse associates.

**About FSE Inc.**

FSE is a leading global provider of service-oriented solutions that promote supply chain efficiencies. FSE was incorporated in 1996 and provides software and data solutions in five major categories: GDSN Data Pool Services, Product Information Management, Price and Program Management, Trading Partner Information Management and Order Management. FSE provides services to over 850 clients worldwide. For more information, visit [www.fsenet.com](http://www.fsenet.com)

**About Retalix**

Retalix® (NASDAQ-GS: RTLX) is a leading provider of software solutions to retailers and distributors worldwide. The Company's product and services help its customers automate and synchronize essential retail and supply chain operations, encompassing stores, headquarters and warehouses. Specializing in the food industry, Retalix serves customers in more than 50 countries. For more information, visit [www.retalix.com](http://www.retalix.com).

**Retalix** is a registered trademark of Retalix Ltd. in the United States and in other countries. The names of actual companies, products and services mentioned herein may be the trademarks of their respective owners.

**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 and U.S. federal securities laws. For example, statements regarding future results with new partners like FSE, including the possibility of increased value and profitability, all include forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Retalix, including revenues, income and expenses, to be materially different from any future results, performance or achievements or other guidance or outlooks expressed or implied by such forward-looking statements. Such factors include risks relating to Retalix's anticipated future financial performance and growth, continued roll-outs with existing customers, continued interest in Retalix's new platforms, the perception by leading retailers of Retalix's reputation, the potential benefits to food and fuel retailers and distributors, expansion into new geographic markets, and other factors over which Retalix 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 Retalix with the Securities and Exchange Commission, including Retalix's Annual Report on Form 20-F for the year ended December 31, 2009, for a discussion of these and other important risk factors. Except as required by law, Retalix 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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