

PRESS RELEASE

July 2010

Time for tea with AURES at KUSMI TEA: today's trendiest tea stores in Paris and New York have chosen the AURES Group's stylish and colorful cashier counter ePOS terminals!

Paris - New York - Englewood ; July 6th, 2010 ; **KUSMI TEA** stores (**Paris and New York**) which specialise in top-of-the range teas - from the most illustrious to the trendiest - have chosen **Odyssé** terminals by AURES (with a pearl base and carmine red color clips) for cash desk ePOS operations.

"We particularly liked the ease with which AURES hardware could be integrated and deployed, as well as its excellent compatibility with CEGID Retail applications,"* explained **Bruno CONTREPOIDS**, KUSMI TEA's Head of Information Systems. *"The Odyssé terminal's touchscreen is really user-friendly, and our sales staff have found it easy and intuitive to use - all great advantages,"* he added.

"AURES proved to be the only point of sale terminal manufacturer capable of providing us with IT systems which perfectly matched our visual identity, color codes and the unashamedly contemporary style of our Brand. They are the perfect match for our products' look and packaging, which is all-important for our brand image," explained **Yann MAROIS**, in charge of Marketing for the chain.

*"We are delighted by the fact that **KUSMI TEA's** New York outlet, which has just opened, is now equipped with our integrated Odyssé ePOS system,"* concluded **Kevin EGYED**, Head of the AURES Group in the USA.

The AURES' Odyssé terminals chosen by **KUSMI TEA run 'Yourcegid Retail' software developed by the **CEGID** Group.*

POSLIGNE®



EPOS TO MATCH YOUR STORE DECOR

About KUSMI TEA

Pavel Michailovitch Kousmichoff's Tea Company has Russian origins: it was founded in 1867 in Saint Petersburg. Purveyor of tea to the Tsars, it set up branches in London in 1907 and Paris in 1917.

Its innovative blends of tea (including typical black Russian tea, green teas, 'vintage' teas and 'certified origin' teas such as Darjeeling, Assam and Ceylon) have established KUSMI TEA's reputation as a tea specialist over a period of more than 140 years. Today, the brand is positioned at the top end of the market, directed at connoisseurs and tea addicts alike

www.kusmitea.com - *KUSMI TEA - 1037 Third Avenue (61st street) – New York – (212) 355-5580*

About the AURES Group

Founded in 1989 and listed on Euronext Paris since 1999, the AURES Group manufactures point-of-sale terminals and systems as well as related peripherals, which it markets under the POSLIGNE® brand.

Acclaimed for its reliability and performance, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, mass retail outlets and the hotel and catering industry.

Offering hardware featuring innovative designs and a wide range of fully interchangeable colours, the AURES Group is positioned as the most creative leader in its field.

Distribution of AURES' systems is based out of AURES' headquarters in France, the Group's three subsidiaries in the United Kingdom, Germany and the USA, and a distributor network present in over forty countries.

The AURES Group in the US is headed by Mr Kevin EGYED.

www.aures.com

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KUSMI TEA store with Odysse terminal by AURES (photo AURES 2010)