

March 2009

## The AURES Group begins operations in the USA

Lisses, France, and Denver, Colorado, March 31, 2009: Following on from its success in European markets and the creation of its first two subsidiaries - **AURES Ltd**, established in the United Kingdom in 2003 and **AURES GmbH**, the German subsidiary set up in 2006 - the **AURES Group** is setting off to conquer the United States, with the opening of **AURES USA, Inc.**

The new subsidiary is based in Denver, Colorado, under the leadership of **Kelly JAMISON**, General and Sales Manager.

*"The breadth of our **POSLIGNE**® range, as well as its proven technical maturity and distinctive personality, made setting up in the US the next logical step for us,"* said **Patrick CATHALA**, CEO of the AURES Group.

*"Our range of equipment, one of the most complete and sophisticated available today, brings a different vision and a brand new concept; I have no doubt that the American market will respond positively to this design approach at the point of sale and service".*

*"This new subsidiary marks a decisive stage in the Group's international expansion,"* added **Gilles BOUVART**, AURES Group's Managing & Sales Director. *"We are fully confident in our ability to gain US market share."*

*"Our range of **POSLIGNE**® IT hardware presents genuine advantages for success in the US market,"* he explained. *"Our strategy of product differentiation, using state-of-the-art design and colours, has already been very well received; what is more, the potential partners we met at the NRF "Retail's Big Show" in New York last January all acclaimed the excellent quality and robustness of our systems - which use the very best in POS technology."*

**POSLIGNE**®



RÉINVENTER L'UNIVERS DES TERMINAUX POINT DE VENTE

*"The **Poseo** Retail PC, which we presented to professionals at the Show, is already a winner as a result of its excellent performance at the cash desk concludes **Kelly JAMISON**.*

### **About the AURES Group**

Founded in 1989 and listed on Euronext Paris since 1999, the AURES Group manufactures Point of Sale terminals and 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.

The AURES Group aims to be the most creative leader in this field of business, thanks to an exclusive and colourful design strategy.

POSLIGNE® systems' distribution is handled by the AURES head office in France, the Group's subsidiaries in the United Kingdom and Germany (set up in 2003 and late 2006 respectively) and a distributor network present in some forty countries.

*AURES USA, Inc, the Group's third subsidiary, based in Denver, Colorado, was established on March 20 this year.*

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