

PRESS RELEASE

November 2009

*Prestige children's fashion retailer **BONPOINT**
chooses *Odyssé* by **POSLIGNE®**
for till operations across its stores*

Runcorn & Lisses, November 12 – 2009 : **BONPOINT**, the famous children's fashion retailer, has chosen **Odyssé** by **POSLIGNE®** EPoS* terminals with a 'pearl' finish (plus 'pure white' clips) for its stores in France and beyond (including outlets in Paris, Cannes, London, Brussels, Lisbon, Madrid, Barcelona, Valencia, Palm Beach and New York).

"Ultimately, the *Odyssé* system will be deployed in over 30 **BONPOINT** stores," announced **Gaétan GEERART**, the retailer's Information Systems Manager. "All of our outlets in France, Portugal, Italy, Greece, the United Kingdom, Germany, Austria, the Emirates and the USA will soon be using **POSLIGNE®**'s *Odyssé* terminals," he explained.

"*Odyssé*'s unique, delicate design and its pastel colours are the perfect match for the style and elegant, high-class, contemporary atmosphere of our brand and its visual identity," he concluded.

Cash desks in **BONPOINT** stores have been equipped with **POSLIGNE®**'s **Odyssé Pack**, which includes the integrated EPoS* terminal, an ODP200 receipt printer and a PS50 barcode reader; the systems have been supplied in the 'pearl' finish for the bases and 'pure white' for the interchangeable clips and printer cover.

POSLIGNE®

EPOS TO MATCH YOUR STORE DECOR

About BONPOINT

Founded in 1975, BONPOINT was one of the first Parisian fashion houses for children.

It is now a reference in the world of children's designer clothing, with over 80 stores worldwide combining luxury, elegance and modernity. Its sophisticated style and the garments' contemporary, chic and glamorous spirit are a must in high-end childrenswear.

www.bonpoint.com

About the AURES Group

AURES is celebrating its twentieth anniversary: 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 excellent reliability, this PC-based, open-system hardware is designed to provide management and till functions in specialist food and non-food stores, mass retail outlets, the hotel and catering industry and the service sector.

With its innovative designs and wide range of fully interchangeable colours, the AURES Group aims to be the most creative leader in this field of business.

Distribution of POSLIGNE® 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.

*EPoS: Electronic Point of Sale

For further information
please contact Yannick-Florence WAELLY
+33 (0)1 69 11 16 65 (direct)

yannick.waelly@ares.com

www.ares.com



Odysée Pack in a Bonpoint store (Photo: AURES 09)