

PRESS RELEASE

Tesco orders ZBD EPOP displays for new milestone store

11 March 2008

Tesco has ordered 2,500 electronic point of purchase displays (EPOPs) from ZBD for its latest milestone store. Continuing a relationship that has already seen ZBD's displays trialed in two Tesco stores in Central and Southern England, the new orders will be deployed in the dry groceries area.



Tesco's Mike McNamara, Operations Development Director said: "Tesco are pleased to be working again with ZBD for our trial of Electronic Shelf Edge Labels (ESELs). The technology is great for helping to improve our customers' shopping experience and making our store staff's jobs simpler. From our previous in-store experience we believe ZBD's ESEL displays can meet these criteria."

ZBD's EPOP displays enable retailers to deliver accurate, up to date product, pricing and promotional information across the store wirelessly and in real time, empowering customers to make informed purchasing and lifestyle choices.

Notes to Editors:

Photograph available

A high resolution JPEG image of ZBD's EPOP is available on request from ZBD.

About EPOP

ZBD's electronic point of purchase displays use a patented technology to deliver eye-catching, content-rich graphics and zero power performance. Minimal installation requirements and ease of operation enable retailers to significantly reduce the operational costs associated with traditional paper labelling. ZBD's unique next-generation EPOP (electronic point of purchase) solution for retailers combines e-paper displays with an EPOP communicator, which can instantly update an entire shop floor of displays wirelessly.

About ZBD

Born out of QinetiQ, the inventor of LCD, ZBD brings together a world-class scientific team, commercial acumen and retail experience.

ZBD is supported by leading venture capital groups including DFJ Esprit LLP, Prelude Trust PLC, TTP Ventures and The Dow Chemical Company and continuing investment from QinetiQ Ventures LP.

For more information please visit www.zbd.co.uk

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