

Enjoy Group AB Press release 2011-10-14

Brau Beviale, Nuremberg 9-11 November 2011

Enjoy Group AB will be exhibiting at the international brewery fair Brau Beviale in Nuremberg on 9-11 November 2011. Visit our booth in hall nine, number 442, and see our revolutionary products, and witness a world premiere of a new Fi-Fo product.

Changes in the contract terms with Enjoys existing partners have opened up new opportunities for Enjoy Group to look for non-exclusive agreements with new potential business partners. As part of this, Enjoy is having a stand at the Brau Beviale fair where a significant part of the major players in the market will be gathered in the same place for a few days.

In the stand, Enjoy will be showing the already established products RotoShelf and CaruShelf in various manufacturers' refrigerator alongside the store shelf system SwingOut Ambient. In addition, a completely new, yet unnamed, product will have its world premiere.

The following will be available at the booth:

Frigoglass S76SL	Standard cooler	4 CaruShelf + 1 standard shelf
Frigoglass S76SL	Standard cooler with Enjoy latest patented fi-fi innovation (not named yet)	5 XXX shelves
Frigoglass S800	Standard cooler	5 CaruShelf
Klimasan S880	Standard cooler	5 RotoShelf
Norpe 125	Open MultiDeck cooler (food and soft drink)	2 racks with 5 shelves in each rack
Norpe Viba 107	Half pallet cooler with removable RotoShelf solution	6 RotoShelf
Norpe, Euromax 125	Enjoy latest patented fi-fi innovation (not named yet)	5 XXX shelves
Enjoy Optimal 200	Market smartest 60cm cooler with CaruShelf	6 CaruShelf
Enjoy Optimal BackBar	Market smartest BackBar cooler with RotoShelf	2 RotoShelf
Enjoy SwingOut Ambient	Enjoys Ambient with different shelf solutions (food and soft drink)	3 racks with 5 shelves in each rack

Bräcke, Sweden 14/10 2011

For further information please contact: CEO Håkan Sjölander +46 70 59 444 69 or hakan.sjolander@enjoygroup.eu

For more info please visit: www.enjoygroup.eu

Short on Enjoy Group AB (publ)

Enjoy Group AB is a public company, listed in Sweden on Aktietorget stock exchange, with focus on developing and patenting products for fast and easy refilling of shelves. The company currently has a product base of three patented products that reduces the time it takes to refill and front cooler shelves to a minimum. Enjoy's business model is to find partners who are willing to exploit our patented knowledge, design and technology through licensing arrangements on a non-exclusive basis.