

## Enjoy Group AB Press release 2011-11-15

### RotoTrack - New product from Enjoy Group.

**During the international brewery fair Brau Beviale in Nuremberg on 9-11 November 2011 Enjoy Group AB launched a brand new product - RotoTrack.**

The new product builds on Enjoy Groups First in-First Out solutions for commercial coolers and Multideck-coolers and complements the existing product portfolio with a solution that is the only one on the market that offers a Fi-Fo solution for refrigerators with sliding doors. RotoTrack also fit in open coolers and coolers where company's other products can not be used because of size restrictions. This seemingly simple, but ingenious solution is an excellent complement to existing products and opens up new opportunities and markets for Enjoy Group.

The handmade prototype of RotoTrack exhibited at the fair in Nuremberg, November 9 to 11 showed the function to 100%, and many of the visitors at the booth felt that RotoTrack is a product that until now has been lacking in the market. Production of RotoTrack begins immediately and the product will be posted on the website shortly. With RotoTrack in the product range, Enjoy Group feels that, in principle, all types of coolers on the market are covered.

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For more info about Enjoy please visit: [www.enjoygroup.eu](http://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 four 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.