

## Enjoy Group AB Press release 2011-12-09

### RotoShelf in another Ica To Go store.

Enjoy Group AB has delivered the RotoShelf solution to Ica To Go's third Stockholm location that opened December 7<sup>th</sup> 2011.

A few days ago, supermarket chain Ica, opened their third store in the To Go concept, this time in Kista just north of Stockholm city. All stores have implemented Enjoys RotoShelf solution. Ica announces in a memo that they will expand the concept with additional stores in the following year and that the long term goal is to open 100 locations if the outcome of the initial pilot project is successful.

Enjoy Group has great hopes of being a part of the future large scale expansion of the To Go concept together with Ica.

Read more about Ica's plans for the To Go concept below (in Swedish):

<http://www.icanyheter.se/Nyheter/Inrikes/lca-pa-gang--med-fler-To-Go/>

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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.