

Enjoy Group AB Press release 2011-12-19

INFORMATION REGARDING ESTABLISHED COOPERATION BETWEEN ENJOY GROUP AB (publ) AND ONE OF THE LEADING PRODUCERS OF OPEN COOLERS IN EUROPE.

Starting in spring 2011 Enjoy Group AB has been developing/adjusting the patented shelf solutions RotoShelf and CaruShelf for seven different cooler models for one of the key players on open coolers in the market.

Enjoy partners with manufacturing and sales offices/partners in several European countries is one of the leading manufacturers of open refrigerator with west and east Europe as focus markets, the company's management has found out that the patented shelf solutions Enjoy developed fits in well with its strategy to be one of the leading innovative companies in the market. The developed products are currently out of reality testing, and interest is very big and very positive for Enjoy innovative solutions. During the test time, several large customers informed Enjoy customer that it intends to save money and increase sales through installation of RotoShelf and CaruShelf in its large open cooling units

Comment from the CEO Håkan Sjölander

Getting a producer of big open coolers as a partner is great for Enjoy and shows that our patented shelves fit equally well in soft drink refrigerator as well as in large open refrigerators, where about 80% of products are food.

Because of competitive situations, our customer chose not to figure in this Press releases by name but I have as president of Enjoy chosen to writing this memo so that our shareholders get more information about the tremendous potential of our patented smart shelf solutions "Always in front" has on the market.

Bräcke 19/12 -2011

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For more info about Enjoy 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 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.