

FOR IMMEDIATE RELEASE

Evolution Robotics Retail Announces Release of LaneHawk InCart

PASADENA, Calif. (NRF BOOTH #2922) – January 7, 2009 – Evolution Robotics Retail, Inc. today announced the release of LaneHawk InCart, a shrink reduction system enabling retailers in real time to prevent scan passing, sweethearting, and barcode switching.

By using overhead video surveillance to inspect the top of the basket and the register area, LaneHawk InCart recognizes missed items and notifies the cashier in real time. LaneHawk InCart recognizes the item without having to read the barcode.

In addition to preventing scan passing and sweethearting at the register, LaneHawk InCart also puts a dent in Organized Retail Crime. For several years, at the cost of hundreds of millions of dollars for retailers, organized crime rings have been altering barcodes so the scanners ring up prices far below what the item actually costs. Using LaneHawk InCart, items that are scanned with the incorrect barcode information are now recognized and brought to the store's attention, thereby helping to prevent organized retail theft. Retailers finally have a solution to UPC fraud.

"LaneHawk InCart makes sure the items that go through the checkout lanes are rung up and charged the correct price," said Alec Hudnut, Chief Executive Officer, Evolution Robotics Retail, Inc.

"Given the success of deploying our ViPR visual pattern recognition technology in the LaneHawk BOB system, we worked with several of our customers to develop the LaneHawk InCart system. Same core technology, different application. This time, we are looking at the top of the basket and the register area," said Dr. Jim Ostrowski, VP Product Development, Evolution Robotics Retail, Inc.

About Evolution Robotics Retail, Inc.

Evolution Robotics Retail, Inc. is based in Pasadena, CA, and develops intelligent products and solutions for the retail industry based on ViPR[®], its visual pattern recognition technology. The company's flagship product is LaneHawk™, a retail loss prevention solution that helps turn bottom-of-the-basket (BOB) losses and in-cart losses into profits in real time. ViPR, the technology behind LaneHawk, is installed in over 2 million machines worldwide. Evolution Robotics Retail is an operating company of Idealab, a creator and operator of technology businesses. (www.evoretail.com)

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