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Photo Attached

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## **DIGITAL SHOPPING CART CONTAINMENT SYSTEM ROLLED OUT BY GATEKEEPER SYSTEMS**

IRVINE CA, USA – Gatekeeper Systems, LLC. (“Gatekeeper”) announced the launch of their revolutionary GSI digital shopping cart containment system. The new system is aimed at curtailing the mounting problem of shopping cart theft and removal from retail parking lots, which according to the Food Merchandising Institute (“FMI”) cost U.S. retailers more than \$180 million annually. With the average shopping cart costing between \$75 and \$100, losses can be a considerable cost burden, which is passed onto consumers through the cost of purchases.

Since the inception of the shopping cart, by Standard/Piggly Wiggly owner Sylvan Goldman in 1936, the use of shopping carts has largely been unchecked. However, with rising community concerns and store losses, many retailers are looking for customer friendly solutions that cost effectively remedy the issue. While a few products have attempted to address the situation, none have shown the effectiveness of the patented GS I shopping cart containment system from Gatekeeper.

The GSI system operates by projecting a very low frequency (“VLF”) signal around the store’s perimeter. Shopping carts are outfitted with a special designed wheel with a built in receiver mounted on a digital chip and internal brake. The Wheel®, which looks and operates like a standard shopping cart wheel receives the coded VLF signal when approaching a designated property line and locks, preventing the cart from rolling any further. “Many of our customers across the United States and Europe who use our Wheel 2000 system have reported significant reduction in shopping cart losses”, said Michael Lawler, president of Gatekeeper Systems. “The revolutionary new GSI system promises increased reliability, ease of use and effectiveness. As an added benefit retailers can anticipate having operable carts available to customers when they need them and improved community relations by keeping carts from becoming an eyesore when they are dumped in one of the neighbors front yards”.

While Gatekeeper has been in the shopping cart loss prevention industry for a number of years this is the first product to be introduced by anyone, which not only operates in all climates and conditions, but provides resetting by store employees without manual intervention. In addition, while the system looks to reduce shopping cart losses for retailers its use is almost transparent to customers. “While we help stores inform customers about the system, the wheel looks and operates identically to a normal shopping cart wheel. If a customer wasn’t told that the system was in place they would probably never notice the difference”, said Charles Hummer, Vice President of Sales for Gatekeeper.

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## **ABOUT GATEKEEPER SYSTEMS, LLC**

Gatekeeper Systems, LLC blends cutting-edge microprocessor technology, inventive product design, and exceptional customer service to provide comprehensive front-end loss-prevention solutions to retailers around the globe. The proven success of the GSI System has established Gatekeeper Systems as the industry-leader in shopping cart containment. Founded in 1994, Gatekeeper Systems is a privately held company headquartered in Irvine, California with international offices in Hong Kong and the United Kingdom.

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This press release may contain forward-looking statements covered within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements relate to, among other things, plans and timing for the introduction or enhancement of our services and products, statements about future market conditions, supply and demand conditions, and other expectations, intentions and plans contained in this press release that are not historical fact and involve risks and uncertainties. Our expectations regarding revenues depend upon our ability to develop and supply products, which we may not produce today and that meet defined specifications. When used in this press release, the words "plan," "expect," "believe," and similar expressions generally identify forward-looking statements. These statements reflect our current expectations. They are subject to a number of risks and uncertainties, including, but not limited to, changes in technology and changes in pervasive markets.