



**From:** GATEKEEPER SYSTEMS  
8 STUDEBAKER  
IRVINE, CA 92816  
USA  
[www.gatekeepersystems.com](http://www.gatekeepersystems.com)

**Contact:** Renice A. Stewart-Pérez  
Marketing Communications Manager  
1.949.271.3920  
1.949.271.3831 FAX  
[rstewart@gatekeepersystems.com](mailto:rstewart@gatekeepersystems.com)

Photo Attached

---

## **SAAR'S MARKETPLACE UNVEILS GATEKEEPER SYSTEMS CART CONTAINMENT SOLUTION AT GRAND OPENING**

**SEATTLE**--August 10, 2005--Saar's Inc., owner of 12 area Saar's Marketplace stores, launched a new shopping cart containment system at the grand opening of its 9000 Rainier Avenue South location today. The independent grocer teamed with Irvine, Calif.-based Gatekeeper Systems, Inc., a provider of cart containment and retail loss prevention solutions, to keep its shopping carts off the streets of Seattle.

The decision to implement a cart containment system was based on the company's commitment to the surrounding community and efforts to lower costs associated with cart loss. The decision to team with Gatekeeper was based on word of mouth from Seattle-area grocers and the company's proven track record of success.

"When a person walks through our community, I don't want them to associate the Saar's name with shopping cart blight. We called on Gatekeeper Systems' proven technology to help ensure our carts stay on our lot and don't end up on the streets of Seattle," stated company president, Greg Saar.

Saar noted the economic reasoning behind the decision.

"Each shopping cart that leaves the premises represents about \$100 rolling off of the lot. Cart retrieval costs and damage to carts outside of the parking area really add up over time. When you retain your cart fleet, you retain dollars...dollars that can translate into lower prices for your customers, a competitive advantage for any retailer."

The Gatekeeper Systems, Inc. "GS System" combines a digital locking signal, an underground perimeter antenna, a multitude of customer awareness collateral, and the company's electromechanical, self-locking shopping cart wheel

more . . .

and anti-tilt bar set-up to render a cart virtually immovable when it crosses a well-marked exit point from the premises.

“We are pleased to team with Saar’s in an effort to better the community and to provide our new partner with value-added services and savings,” stated Gatekeeper President and CEO Michael Lawler.

The Gatekeeper System installation represents the first self-contained implementation of a shopping cart containment system for Saar’s.

For further information please contact:

Gatekeeper Systems, Inc.

Michael Lawler

Tel: 949 453.1940

[www.gatekeepersystems.com](http://www.gatekeepersystems.com)

#### **About Saar’s Inc.**

Saar’s Inc. is an independent grocer based in Seattle, Wash. The company owns and operates 12 Saar’s Marketplace stores in the Pacific Northwest.

#### **About Gatekeeper Systems Inc.**

Gatekeeper Systems, Inc. has been blending leading edge technology with exceptional service since 1996 to provide the most advanced, effective and easy-to-use shopping cart containment and retail loss-prevention solutions available to today’s retailer. For more information about Gatekeeper Systems and its suite of cart containment and retail loss prevention systems, visit [www.gatekeepersystems.com](http://www.gatekeepersystems.com) or call toll-free (888) 808-9433.

\* \* \* \* \*

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.