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Photo Attached

GATEKEEPER SYSTEMS LAUNCHES MARKETING INITIATIVE IN NINE STATES FOR SOLUTION TO SHOPPING CART LOSSES

Venture Capital Investment and Patent Protection Build Momentum for The Wheel® that Automatically Locks at Electronic Perimeter

IRVINE CA, USA – July 28, 1999 – The inventor of the original "wheel" system to prevent supermarket shopping cart losses has launched a major marketing initiative in nine states, with a new name, an improved product, patent protection, new management and a major venture capital investment.

Stores in California, Virginia, Arizona, Texas, Illinois, Wisconsin, Florida, Georgia and Nevada have agreed to study product effectiveness, loss reduction and customer acceptance of a technology that automatically locks a cart wheel at the perimeter of a store's property.

"After a successful start in 1996 and a regional expansion in 1997, the company focused its efforts on product advancements," said Hans Jorgensen, president of Gatekeeper Systems, LLC, who joined the company in 1998. "Everything is coming together in 1999."

Formerly doing business as Inventronics, Gatekeeper Systems is rolling out its new identity and business strategy with the financial support of Belgravia Capital Corp., a venture capital firm that has invested \$3 million in the company. Gatekeeper received its third patent in late 1998 which, in combination with two earlier awards, offers considerable proprietary status for The Wheel® as an electronic security device.

"Patent protection and adequate funding to market The Wheel® nationwide represent critical objectives that we have met," Jorgensen said. "We also have a better understanding of customer needs than we had three years ago."

"That's why some of the test sites will be gauging customer reaction to The Wheel, as well as its technical performance and loss reduction statistics", he added. "This is a case where technology is not the total solution, and we are hopeful that broader marketing exposure will lead to large-scale implementation with minimal impact on consumers."

While Gatekeeper is prohibited from revealing details about test market customers at this time, Jorgensen said they are all multi-store owners and some are among the largest and most respected food retailers in the country. The Wheel has been in use at various Lucky markets in Southern California since 1996.

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Externally, The Wheel is designed to shopping cart standards, with self-contained functions that respond to a cable buried at the store's parking lot perimeter. The cable emits an RF (radio frequency) signal that is detected by The Wheel's electronic circuitry, which activates an internal braking and locking mechanism. Gatekeeper's proprietary advantages include the self-locking wheel, use of a wheel with a perimeter system and use of a very low frequency signal.

"The Wheel has a considerable potential in applications other than shopping carts, including security, safety and numerous motion management applications," Jorgensen said.

However, the wayward shopping cart is a major market by itself, Jorgensen notes. There are some 20 million carts in use by U.S. retailers at a unit cost of \$65 to \$110, and about 10 percent are lost annually. Store owners pay retrieval companies more than \$100 million a year to pick up abandoned carts scattered throughout communities that are increasingly vocal about the effect on their neighborhoods. When the cost of "rustled" carts and repair damages is calculated, the annual loss to grocers alone is closer to \$300 million.

"That's a powerful incentive for chains to seriously consider a simple, reliable solution with a typical six month return on investment," Jorgensen said.

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 GS I 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.