

## **FOR IMMEDIATE RELEASE:**

### **Gatekeeper Systems Celebrates its Golden Birthday**

IRVINE, CA – May 12, 2010 - Gatekeeper Systems, The Leading Provider of Intelligent Cart Solutions, celebrates its Golden Birthday, 12 years on May 12<sup>th</sup>. Best known for its flagship solution, CartControl® shopping cart containment, Gatekeeper has come a long way from offering a single solution for retailers to protect their shopping carts, to now a product suite of technology solutions for retailers to protect assets and minimize shrink.

In the years since its beginnings in 1998, technology rapidly changed and so too did the needs of retailers. Gatekeeper had to stay innovative in the products it engineered to continue to be relevant in the market. From its original analog locking wheel solution to its digital designs of today, Gatekeeper consistently stayed in the forefront by offering retailers innovative, quality solutions. The company also expanded its product range, including adding CartManager™ shopping cart pushers to help retailers manage their fleets. Over the past 12 years, retailers felt the brunt of the economic downturn which sent shoplifting and shrink numbers soaring. Retailers reached out to Gatekeeper with a need to protect their merchandise from cart based theft. Gatekeeper quickly went to work to offer a loss prevention solution utilizing the locking wheel technology that retailers were already using to keep their carts from rolling off their property. Foraying Gatekeeper into the loss prevention segment, the purchek® pushout theft solution was designed to keep shoplifters at bay by preventing carts full of unpaid merchandise from leaving the store.

Over the past dozen years, Gatekeeper Systems has become the market leader in the shopping cart containment sector, with its solutions protecting 1.4 million shopping carts worldwide. Today, Gatekeeper has six international locations and its solutions can be found in 49 states in the U.S. and in 32 countries throughout the world. The company is excited to be celebrating 12 years of business and looks forward to partnering further with retailers to protect assets, increase safety, and overcome retailer's challenges.

#### **About Gatekeeper Systems**

Gatekeeper Systems product suite of intelligent cart solutions offers retailers innovative technology for stores to minimize merchandise loss and reduce asset and labor expenditures. Gatekeeper's loss prevention and cart containment solutions utilize locking wheel technology to reduce shrink by putting an end to shopping cart based shoplifting and shopping cart loss. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image. For over a decade, Gatekeeper has been committed to quality products backed by expansive service and support capabilities. 19 of the top 20 global retailers that use shopping cart rely on Gatekeeper solutions to protect their assets and maximize profits. For more information, visit [www.gatekeepersystems.com](http://www.gatekeepersystems.com).

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