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BlueCat Linux Selected by Xperex to Power its Integrated Retail Response Media and Self-service Kiosk Networks

Xperex attracted by BlueCat Linux's small footprint and flexibility for comprehensive retail solutions

SAN JOSÉ, Calif., Embedded Systems Conference, Booth #830, April 5, 2006—

LynuxWorks™ Inc. today announced that Xperex, a provider of an end-to-end, in-store response media and self-service technology platform, has chosen LynuxWorks' BlueCat® Linux® operating system to power several of its integrated retail network solutions. BlueCat Linux will be used in Xperex solutions such as FitLab, Quick-Service Ordering, Store-Entry Offer Dispenser, Enrollment Kiosks, Gift & Loyalty Kiosks, Digital Marketing, and Digital Marketing with Shelf-Edge Response. The Xperex technology platform provides retailers, such as traditional food and drug chains, the capability to deliver targeted marketing offers, product recommendations and convenient support services at the point-of-purchase. Xperex currently has over 3,000 touch-points deployed.

LynuxWorks was selected by Xperex because of its ability to provide an industrial-strength operating system environment that delivers advanced and secure networking capabilities. Xperex also noted that LynuxWorks provides them with a flexible, low-cost operating system that preserves its customer's software investment because it can be easily ported to other Linux platforms. Furthermore, in the retail environment—where time, cost and reliability are critical success factors—LynuxWorks provides an operating system environment that delivers all the elements needed to keep a system up and running at optimal performance.

"In today's Web-savvy world, more consumers expect the same level of personalized service and convenience in a retail store as they are accustomed to online," said Lance Solomon, President and COO of Xperex. "LynuxWorks' Blue Cat Linux operating system allows us to

help retailers accomplish this by deploying an optimized comprehensive solution that is cost effective, reliable and flexible."

"By offering a supported open standard Linux operating system, we were able to help Xperex rapidly deploy their software across a wide range of solutions," said Robert Day, vice president of marketing for LynuxWorks. "By continuing to support and provide latest versions of the Linux OS, we will continue to help Xperex bring new solutions to market, on time and on budget."

Normally, an in-store POS terminal's memory is consumed by the operating system rather than by the actual applications. With BlueCat Linux's small footprint, a system is able to free up valuable memory so that the actual POS application can run at either less than eight or 16 megabytes, which is usually required for speedy transactions and quick information retrieval. In addition, LynuxWorks' solution provides state-of-the-art networking and security features with an ability to operate on most any Intel Pentium or 486-based systems or scale to Intel's XScale and PowerPC Architectures.

An example Xperex Kiosk is on display at the LynuxWorks booth #830 at the Embedded Systems Conference, Silicon Valley from April 4th to 6th in San José.

Availability

The BlueCat Linux system is available immediately, directly through LynuxWorks. Also available is a comprehensive set of tools for deploying Linux into the embedded POS environments.

About Xperex

Xperex provides the most effective turnkey technology platform for converting store-based marketing into transactions. Through technologies that for the first time integrate in-store digital marketing, loyalty data and self-service transactions, Xperex enables leading marketing companies and application providers to deploy digital response media and self-service kiosk solutions to drive retail revenue per customer shopping visit up and operating costs per visit down.

Leveraging Xperex technologies, partners can rapidly deploy almost any application—complete with video enabled consumer interfaces, wireless connectivity and back-office suite of network management and measurement tools—making it possible for retailers to provide CRM database-driven targeted marketing offers and product recommendations, as

well as convenient customer/employee support services and transactional utilities right at the point-of-purchase.

In addition, the Xperex technology platform enables in-store marketing to be linked with other channels, such as e-mail campaigns to customers' homes, to ensure that all customer-centric initiatives are optimized in terms of ROI and impact. Xperex has developed proprietary networks for industry-leading clients in diverse segments such as retail, entertainment/shopping centers, travel & hospitality, healthcare and financial services. The company is headquartered at 384 Oyster Point Boulevard, Suite 9, South San Francisco, CA 94080 and has a field office in Minneapolis, MN. For more information, visit the company's Web site at www.xperex.com.

About LynuxWorks

LynuxWorks is a world leader in the embedded software market, providing operating systems, software development products and consulting services for the world's most successful communications, aerospace/defense and consumer products companies. Established in 1988, the company is a technology leader in the real-time operating systems (RTOS) industry, and a founding member of the Embedded Linux Consortium (ELC). LynuxWorks' headquarters are located in San José, California.

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