

PRESS RELEASE

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Hussmann Launches *Darius for Retail*™ A Cloud Based Real-Time Shopper Engagement Platform

Bridgeton, MO June 9, 2015 - *Darius for Retail*™ is a new cloud based platform launched by Hussmann and Velocity Worldwide that will enable food retailers to engage their customers throughout their entire shopping journey.. pre-store, in-store and post-store. Hussmann is working with Velocity Worldwide, shopper engagement specialists and provider of real time digital software solutions, to develop a food retail specific platform that will improve the overall shopper engagement experience, increase brand loyalty and impact the top and bottom line performance of a food retail store.

“Shopper engagement is the strategic approach to providing three-way communication between shoppers, retailers and brands that results in a shopper visiting and crucially, purchasing from a retail store. It defines the ‘reinvention of the physical retail channel’ and is expected to be the most successful approach to increasing sales in retail stores in 2015 and beyond,” said Enda McShane, CEO of Velocity Worldwide.

“*Darius for Retail* is part of Hussmann’s on-going strategy to help food retailers take advantage of the latest trends through great merchandising, lighting innovation and new interactive technologies,” stated Mike Seals, Director of Marketing Strategy and Business Development, “Consumer behavior is driving change in the food retail industry and part of that change is a result of their use of devices, particularly Smartphones, that allow them to shop at any time from any place.”

Finding ways to reach and engage with shoppers is one of the most important challenges that food retailers face today. With *Darius for Retail*, food retailers will be able to engage with shoppers more effectively, in real time and in ways they want at any time including at home, on the road and in the store. *Darius for Retail* includes digital and non-digital channels such as mobile, web, social media, email, print, advertising and in store promotion providing continuous shopper engagement.

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“As part of our platform, we will work with the food retailer to understand their current shopper engagement business model (if they have one) and then we will develop a customized strategy and ROI model designed specifically for their business,” commented McShane, “*Darius for Retail* has been developed, tested and launched in many different industries around the globe where businesses are wanting to engage with their customers through personalized, digital solutions. We are very excited to bring this to the food retail industry with Hussmann.”

“*Darius for Retail* is built as an Open Standards Platform and can therefore integrate with existing and new technologies meaning retailers can get going now no matter what level of technology experience or investments they currently have,” McShane continued.

“For over 105 years Hussmann has been a leader in bringing innovation and technology to the food retail industry. We continue this tradition by working with information technology leaders to find the right digital solutions that will transform the food retail industry,” stated Mike Higgins, Sr. Vice President Marketing, Strategic Planning and Business Development, “Our products and services can tell us a lot about what is going on inside the store, and our merchandising and lighting solutions plus our new interactive technologies will enable retailers to create a dynamic and personal shopper experience.”

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About Velocity Worldwide

Velocity Worldwide has offices in New York, London, Dublin and Belfast and is committed to running successful shopper engagement strategies for clients in Europe and the United States. *Darius* is their award winning cloud based, shopper engagement platform that manages shoppers right through the path to purchase, pre-store, in-store and post-store. It is owned and developed by Velocity Worldwide. *Darius* is easy-to-use and time, resource and budget friendly. Please visit www.velocityww.com and www.dariusforretail.com.

About Hussmann Corporation

Hussmann Corporation is an innovation and technology leader providing products and services that enable excellence in the food retail industry. Grounded in a history of industry-changing, innovative refrigerated merchandisers and refrigeration systems, today we provide a broad array of solutions for merchandising / shopper engagement, refrigeration, asset optimization, and supply chain management that address the critical needs of food retailers to increase sales, reduce costs, and increase shopper loyalty. We collaborate with customers across a variety of food retail segments including supermarkets, convenience stores, drug stores and dollar stores as we work towards our vision to positively impact the lives of consumers by transforming the future of food retailing. For more information about Hussmann, please visit www.hussmann.com.