



***International Duty Free Shops, Ltd. of Morocco Selects Jesta I.S. Vision Suite for Store and Merchandising Operations***

*Morocco Based Retailer to leverage Vision Suite to Help Improve Merchandising Planning, Inventory Management and Store Operations.*

**New York, NY – December 1, 2009 - Jesta I.S.**, a leading supplier of business solutions for the soft goods and specialty retail markets, announced today that, International Duty Free Shops, Ltd. of Morocco has selected the Vision Suite to help attain precision merchandising, maximize sales and increase customer service levels.

International Duty Free Shops, Ltd. (IDFS) offers a classic duty free assortment of tobacco, spirits, fragrances, cosmetics, confectionery and apparel to international travelers in its 12 airport locations throughout Morocco. The Retailer also offers a variety of products in its Diplomat outlet in downtown Rabat Morocco.

Having evaluated solutions from several vendors, IDFS chose Jesta I.S. for its comprehensive, integrated suite of applications with a clearly defined upgrade path. "As part of our objectives to improving our customer's experience, we decided to upgrade our Retail Operations to a new-generation platform, which will deliver rapid customer service and enable fast-paced and transparent product replenishment" stated **Almario R. Quijano**, General Manager of International Duty Free Shops, Ltd. of Morocco.

"IDFS understands the importance of strategic IT investment to support consumer satisfaction, especially in today's economic climate," said **Leslie Belcher**, President of Jesta I.S. "Jesta is pleased to provide IDFS with a solution that fits their business processes and vision for their company."

Quijano also commented that, "The project also needs to address complexities such as controlling the sale of duty-free products, processing multi-currency transactions, dynamic currency conversion and faster transaction times. With Vision Store we believe that significant advancements will also be obtained with the introduction of automated global flight lookup and electronic reading of boarding cards at the point-of-sale. All these elements are important in ensuring that time-constrained customers could make purchases comfortably and quickly."

Enabling IDFS to more profitably manage its business from head office to store, the Vision Suite includes Merchandising, Planning and POS applications. "We look forward to working closely with IDFS as they leverage the best practices and industry leading functionality our solution offers" added, **Leslie Belcher**



### **About International Duty Free Shops, Ltd. of Morocco**

IDFS is the pioneer of travel retail in Morocco delivering unparalleled value and satisfaction to its customers in the last 20 years. It has remained at the forefront of the industry with its wide product offering, competitive pricing, and excellent customer service ensuring each guest a unique and memorable shopping experience. The company has continually invested in developing new locations and refurbishing existing stores to provide only the highest standard in travel retail. Today, IDFS embarks on investment in information technology in line with its strategic vision of sustainable growth and profitability. From its modest 100 square-meter shop in Casablanca in 1989, IDFS currently operates 12 airport shops in 8 cities with an aggregate selling area of 2,136 square meters.

### **About Jesta I.S.**

Jesta I.S. is a leading supplier of business solutions leveraging more than 40 years of expertise in supply chain management systems for manufacturers, distributors and retailers primarily in the soft goods and specialty industries worldwide. Jesta I.S. is recognized for its expertise, innovative products and services and its commitment to evolving business solutions in today's rapidly changing business world. Jesta I.S.' solutions process essential business management information for well known industry leaders including Perry Ellis International (NASDAQ: PERY), PUMA (German: PUM), Genesco Inc. (NYSE: GCO), Town Shoes Limited, Cole Haan, Haggard Clothing Co., Cavender's Boot City and DSW Inc. (NYSE: DSW) as well as many others. Additional information is available at [www.jestais.com](http://www.jestais.com)

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