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PRESS RELEASE

Taking the weight off convenience shopping with Checkpoint Systems' Rolling Shopping Basket

Danish retailer introduces the Rolling Shopping Basket in all its outlets

(September 4th, 2006) – Checkpoint Systems (NYSE: CKP) has announced that it has supplied retailer **SuperBest** with its **Rolling Shopping Basket**, in 205 outlets across Denmark. The revolutionary basket helps to lighten the load for consumers who, according to the industry, tend to stop shopping once their basket is full or weights too much. In addition, the new Checkpoint Systems' Rolling Shopping Basket leaves more space for those vital impulse purchases that increase retail sales.

The global leader of RF-based shrink management solutions, Checkpoint Systems, under its Meto brand, has supplied 30,000 Rolling Shopping Baskets to all SuperBest's stores after an in-house survey by the retailer found that consumers tired easily when carrying a heavy basket.

The rollable basket looks similar to a conventional basket and can be carried in the same hand-held fashion but additionally, once it becomes too heavy, it can be pulled along the floor due to the clever design having wheels attached to the bottom and an extra handle.

Able to carry 28 litres, the Rolling Shopping Basket bridges the gap between the conventional smaller basket and the trolley, giving consumers more choice to shop in comfort and encourage them to purchase more products.

"We found that consumers dislike carrying heavy purchases in a regular shopping basket and a successful trial convinced us to introduce Checkpoint's Rolling Shopping Basket, with SuperBest branding, across all our outlets. Customer feedback has shown that they are excited and highly appreciative of this convenience-shopping tool. We expect the basket to continue to be a huge success and subsequently have an impact on our sales," commented Kari Jørgensen, Marketing Director at SuperBest.

The stackable basket needs limited retail space and is made from high grade plastic that is nearly impossible to deform. In addition, it can be fitted with any type of integrated anti-theft device to ensure baskets are not stolen from stores.

Jan Reinders Folmer, Business Manager, Merchandising Solutions for Checkpoint Systems said: "Even though the rollable basket is larger, it is still lightweight and manoeuvrable and glides around the store. Research has suggested that consumers stop shopping once a basket is full or weighs too much; the Checkpoint basket enables consumers to have the luxury of shopping for longer therefore increasing the average spend by up to 18 percent".

"Under the Meto brand, Checkpoint brings a wide variety of innovative and cost-effective merchandising solutions to the global retail market and the rolling shopping basket is a great example of Checkpoint's mission to help retailers sell more," he added.

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Notes to editor:

About Checkpoint Systems Inc.

Checkpoint Systems Inc. is the global leader in shrink management solutions for the retail industry and its supply chain. Checkpoint's services are aimed at increasing sales and protecting the profits of its customers. Listed on the NYSE, Checkpoint operates in every geographic market and employs 3,600 personnel worldwide. Checkpoint specializes in source protection of consumer goods, EAS (Electronic Article Surveillance), RFID (Radio Frequency Identification) and merchandising solutions. CheckNet is Checkpoint's strategic platform for its source tagging service, a global network for 'just in time' delivery of critical information and protection applied on products at the point of manufacture. www.checkpointeurope.com

Meto is a Checkpoint brand name. Meto invented over the past 50 years multiple Merchandising Solutions that are today commonly used in any retail environment (hand labelling tool, Promosign price cassettes...).

About SuperBest

SuperBest is a Danish owned supermarket chain within the Dagrofa SuperGros concern and consists solely of supermarkets in Denmark. The chain has approx 200 outlets of different size widely spread across the country. SuperBest is the number 5 in the top 100 when it comes to turnover and aims at giving the consumers a supermarket that covers all their needs. The chain differentiates itself by their excellent customer service combined with a wide range of fresh quality meats and fine wines. At the same time shoppers are offered the choice of discount products at a fixed price with the new "Best discount" label.

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