



CUSTOM AMERICA opening

New Jersey (US), January 2012: Over the past 20 years Custom Group has committed itself to designing, developing and quickly delivering high quality user friendly technology. We have made this possible by committing 50% of our human resources to engineering while reinvesting 10% of our total revenues into R&D.

Our strategy has been to continuously deliver customized hardware, software and services influenced by our heritage of Italian design and quality.

Our goal is to continue to meet market needs and become a global leader in the self-service, retail automation, gaming and ticketing verticals markets while maintaining the strategy which has made us successful.

We realize as we have done for the past 20 years that we must listen to the voice of the customer and respond quickly to his demands and needs. Over the past year we have made very strategic decisions and investments which will help us stream line our business processes to meet demand and prepare us for the future. Some of these decisions have been to reorganize our operations and also open additional manufacturing facilities.

Today, Custom Group employees 4 global manufacturing facilities throughout Europe and Asia with redundant manufacturing capabilities for key SKUs. Such a strategy helps us ensure product delivery.

In the spirit of continues improvements and listening to the voice of our customers, **we are proud to announce the formation of Custom America as of January 1, 2012.** We are opening a New Jersey based sales office/warehouse and we are in the process of building a team dedicated to the America's market.

The America's team will consist of external sales representatives, channel account managers, field engineers and office support personnel to effectively manage daily operations. More than half of our 5000 square foot New Jersey facility has been dedicated to warehousing and all orders will be processed from this facility. Based on our customers forecasts we will start to maintain safety stock levels to try and meet low volume production needs.

We are excited to embark on this new journey and venture as we continue to evolve and shape Custom Group and stand beside our partners.



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