

PRESS RELEASE**For immediate release**

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Chelmsford Star Co-Operative Society to implement Cloud Workforce Management from WorkPlace Systems to improve store productivity and efficiency

NRF, New York City, NY, 16th January 2012 - WorkPlace Systems plc, the leading supplier of cloud retail workforce management solutions, today announced that Chelmsford Star Co-operative Society Limited, a retail Co-operative Society, will implement WorkPlace OnLine, a cloud-based staff Schedule and Attendance Management solution to improve store productivity and efficiency.

Chelmsford Star chose WorkPlace OnLine after a discovery exercise demonstrated the potential to improve the allocation of staff hours across the working day and week. The Software as a Service (SaaS) Workforce Management (WFM) solution will enable Chelmsford Star to improve the accuracy of both planning and tracking staff hours across the 38 convenience stores, providing significant labor cost savings that will be re-invested in improving customer service and driving sales.

WorkPlace OnLine will be implemented quickly due to the service being provided over the internet and accessed via a web browser with no software being installed. As a true SaaS solution Chelmsford Star will benefit from reduced upfront costs and regular system updates and improvements. Initially Phase 1, which comprises of six stores, will be up and running in just four weeks. WorkPlace OnLine comprises of; Assisted Shift Planning, Schedule Management and Time & Attendance that will be supported by industry leading biometric registration devices.

"Workforce Management is high on the agenda for retailers," said Barry Wood, Deputy CEO at Chelmsford. "WorkPlace OnLine gives us easy, cost-effective access to the technology and benefits."

"We are delighted to be working with Chelmsford Star," said Barney Quinn, CEO of WorkPlace Systems. "This implementation is another indication of how important SaaS Workforce Management is to Retailers that are looking to quickly improving store productivity and efficiency."

About Chelmsford Star Co-op

Chelmsford Star is a retail Co-operative Society based in Mid Essex with an annual turnover approaching £80million. The Society is run like any other retail business, however they are owned and controlled by their members (shareholders). Chelmsford Star Society was

formed in 1867 and now has a membership in excess of 50 000, who receive dividend via a Membership Card.

Chelmsford Star employs around 750 staff across our four trading divisions, which consist of:

- 38 convenience food stores called 'the Co-operative'
- 2 department stores called 'quadrant'
- 2 travel departments called 'Travel Centre'
- 6 funeral branches called 'Co-operative Funeral Services'

About WorkPlace Systems

WorkPlace Systems is a world leader in the development and supply of cloud workforce management solutions. With over 25 years experience, WorkPlace Systems has more than 400 deployments worldwide in major corporate and medium sized organizations, managing some of the largest and most challenging work environments including many in the retail sector.

WorkPlace's clients include some of the premier retail companies in the world, including: Argos, Iittala (Fiskars), Glassons, Guthy-Renker, H&M, IGA Champions & IGA Progressive, Maxima, Metro Group, Next, Nike Shop, Ozmosis, Past Times, Sigma, Stockmann, Wickes and World Duty Free.

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