

## Slurpee Celebration

7-Eleven will feature a month-long celebration of Slurpee's 40th birthday starting in July.



For the anniversary, 7-Eleven will introduce retro Slurpee cups and flavours in participating 7-Eleven stores nationwide, air original Slurpee radio spots from the 1960s and offer prizes and promotions as part of the Slurpee Summer Prize Fest, including free music downloads and the chance to win one of four MINI Cooper convertibles.

"A lot has changed since 1965, but not Slurpee. It's the ultimate retro drink, still cool even after 40 years," said Kevin Cooper, 7-Eleven category manager for Slurpee and fountain. "That's why we decided to have some fun this summer with some of the crazy '60s Slurpee flavours like Blue Blunder Berry and Gully Washer."

"Slurpee is truly an iconic American brand," said Wendy Liebmann, founder and president, WSL Strategic Retail.

"Slurpee was one of the defining icons of American pop culture in the 1960s. Forty years later, it still resonates with a broad base of consumers who see it as their big chilly drink of choice.

## Jim Coleman Company has introduced... the latest advancement to their growing product line... the Water Wizard 2.0.

The Water Wizard 2.0 has several new and improved features that increase speed and cleaning power:

**Auto Height Adjustment** – The Water Wizard 2.0's control system scans and profiles the height of each vehicle and will automatically adjust the wash boom to multiple vehicle heights.

**Wizard Contour System** – The wash boom follows the contour of the vehicle, maximizing the scrubbing action of the high-pressure wash. Every vehicle that enters the Water Wizard 2.0, regardless of vehicle height, receives the same quality wash.

**Presoak Application** – Presoak is now applied through eight wide-angle nozzles. This improvement allows for presoak to be applied to each side and the top of the vehicle simultaneously, increasing the cleaning power of the Water Wizard 2.0.

**Hot Wax system** – The Water Wizard 2.0 is now equipped with the option to deliver hot wax. The hot wax protects and seals out water and dirt for that clear coat finish and greatly improved dryer performance.

For more information on the Water Wizard 2.0 or to request literature, please contact us at 800-999-9878 or visit our website at [www.jcolemanco.com](http://www.jcolemanco.com).



## ViVOtech's Technology to Enable In-Store Contactless Payment Program

*Breakthrough Technology  
Delivers Seamless  
Upgrade to Existing  
POS Systems*

Shell Canada has selected ViVOtech's ViVOPay technology to enable its in-store easyPAY contactless payment program. ViVOPay's latest innovation, the Dynamic Strip 1000 interface technology, has delivered a simplified and seamless upgrade to Shell Canada's point of sales (POS) systems with no POS changes and only minimal host changes, providing ease of installation and operation. This advanced solution provides lower implementation costs as Shell Canada expands its easyPAY solution across Canada.

Based upon a wireless radio frequency (RF) technology that is unique to Shell Canada, the easyPAY system is the fastest and most convenient way to pay at Shell Canada. Users just have to wave their easyPAY key fobs in front of the in-store ViVOPay contactless readers and the POS system automatically transmits the tag information to Shell Canada's host computer. The customers personal or credit card information is never stored on the tag and remains secure on Shell Canada's system. easyPAY also offers the national AIR MILES Reward Program to its users. easyPAY AIR MILES Collectors are automatically awarded AIR MILES for qualifying purchases, making this transaction a very convenient payment option.

"Today's customers are looking for speed and convenience," said Catherine Malepart at Shell Canada. "We chose ViVOtech's technology because it is easy to use, cost effective and delivers the support that allows easyPAY to continue as a convenient payment option together with our customer loyalty programs."

## 7-Eleven Awards Dispenser Agreement to Gilbarco Veeder-Root Deal extends long-standing relationship between industry leaders.

Gilbarco Veeder-Root, a leading supplier of technology products and services for all retail fueling has announced that it will supply gasoline dispensers for 7-Eleven, Inc's retail sites selling gasoline through 2007, according to a three year agreement the companies have finalized.

In a separate service agreement, Gilbarco Veeder-Root is providing 7-Eleven with full service program management including site surveys, securing permits, supplying equipment and scheduling installation and service through the Gilbarco Veeder-Root network of Authorized Service Contractor partners.

"We value the long-standing relationship we have had with 7-Eleven and appreciate the confidence they have shown in Gilbarco and Veeder-Root by contracting our full solution of products and services," said Martin Gafinowitz, president for Gilbarco.