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Date: 14 September 2011

### iForce and Boots.Com shortlisted for Multichannel Retailer of the Year award

Now in their sixth year, the awards look to recognise excellence and innovation in the field of information technology within the UK retail sector. The winners will be announced at the Awards Gala Dinner taking place on 26 October at the Lancaster London Hotel. Hosted by comedian Alun Cochrane, this event will celebrate the stars of retail technology.

For the Multichannel Retailer of the Year award, judges were looking for specific examples of how a retailer has successfully responded to consumers' demands for a seamless offering across all channels and the technology underpinning this.

iForce's nomination recognises its support for Boots in the establishment of the retailer's Collect From Store service that will further enhance its highly respected customer service.

Among others short listed in the Awards' various categories are Tesco, JD Sports, McDonalds, Krispy Kreme, Thomas Pink, Republic, Mamas & Papas, The Co-operative Group, Car Phone Warehouse, Whitestuff and Beaverbrooks.

Mark Hewitt, CEO of iForce said: "We are immensely proud to have been shortlisted for this highly acclaimed award for our work with Boots.Com. It reflects our successful partnership in providing fulfilment services and particularly the expertise and technology capability we have deployed to help Boots.com achieve its multichannel goals."

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