

Press Release **boxIN**

## The World Out of a Box

**Zurich, 28 August 2007 – Innovative world premiere „Made in Switzerland“: CC Trust Group has presented the world’s first fully automated sales terminal at Zurich Airport’s “Airport Forum”. At the core of the system is the boxIN sales dispenser that allows customers around-the-clock purchase of top-quality souvenirs such as Swatch watches, Swarovski jewellery, mobile phones, digital cameras and accessories.**

Want to buy a last-minute souvenir before your plane leaves Switzerland? No problem now, even if the souvenir shop is already closed. “The boxIN sales dispenser is a fundamentally new and cost-efficient sales system to buy luxury and high-tech products without cash and around the clock”, said Mr Claudio Cisullo, President of the Board of Directors of CC Trust Group Ltd. “We are very happy about the world premiere at Zurich Airport” Mr Josef Felder, CEO Unique (Zurich Airport Ltd) emphasized. “This sales terminal extends the shopping experience by another dimension”, says Mr Felder. Zurich Airport, apart from JungfrauJoch, is the first boxIN location. Further locations are planned, Mr Claudio Cisullo explained, who intends to have the terminal produced in Switzerland and this will create new jobs.

The boxIN sales dispenser is CC Trust Group Ltd’s own development. From mobile phones or iPods to watches and jewellery and digital cameras or general accessories - the boxIN sales dispenser puts it all at your disposal. boxIN needs an area of 1 sq.m. and offers space for up to 350 products customers can buy or reserve by credit card as in ATMs in several languages and around the clock (e-shopping). A large screen on the dispenser’s front informs passers-by or waiting people on airports, filling stations, hotels, stations, fast-food chains, motorway services, etc. what the boxIN can deliver.

One of the personalities impressed with the sales dispenser was the former German chancellor, Mr Gerhard Schröder, who participated in the boxIN presentation as a personal guest and friend of Mr Claudio Cisullo. In a first expansion phase, CC Trust Group Ltd plans launching the boxIN sales dispenser also in Germany, Austria, Italy, Spain, France, Great Britain and Scandinavia.

### **Further information and photos:**

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### **About CC Trust Group Ltd**

CC Trust Group Ltd is a participation and management company headquartered in Zug. Its owner is Mr Claudio Cisullo. CC Trust Group establishes and takes majority participations in a broad range of economically promising companies of various domains. Furthermore, the group offers counsel and services to major groups of companies on company management, marketing and IT. The entire CC Trust Group comprises seven affiliates, among them the renown IT system company Panatronic (Switzerland) Ltd with headquarters in Dietikon/Zurich. With a total of some 150 employees, CC Trust Group Ltd achieves a consolidated turnover of 90m CHF in 2006.