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**PRESS RELEASE
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Precidia helps WinCo Foods Improve In-Store ATM Processing

Precidia's EtherDial product connects WinCo ATMs to corporate LAN for faster service.

Ottawa, Canada, September 9, 2003 – Precidia Technologies, the leader in IP enabling technologies, today announced that it has deployed its unique EtherDial product in 35 WinCo stores, connecting Automatic Teller Machines (ATMs) to the store's Ethernet LAN.

Using Precidia's EtherDial, WinCo's in-store ATMs are migrated onto an existing Ethernet WAN, eliminating the need for a separate dial line to process transactions. This solution has reduced communications costs dramatically, while speeding up ATM transactions for enhanced customer service. The project, which was completed on time and under budget, leveraged Precidia's unique knowledge of North American payment processing protocols.

"The EtherDial allowed WinCo to eliminate its dependence on dial lines for ATM transaction processing, reducing our overall communications costs", said Fred Schorzman, Vice-President, Store Systems for WinCo Foods. "In addition, with the solution deployed, we are seeing a decrease in transaction times of as much as 20-25 seconds. In our highly competitive industry, any efficiency gain has a direct impact on customer satisfaction, and this solution has contributed to maintaining WinCo Foods' reputation for customer service excellence."

Deepak Wanner, President of Precidia Technologies, highlights WinCo Foods as an example of how Precidia's products leverage existing equipment and infrastructure for better service. "Our strength is understanding the protocols used in payment systems. With the protocol conversion provided by the EtherDial, WinCo can use existing dial up ATM machines over their LAN/WAN and be assured of transaction integrity. By implementing the EtherDial, WinCo has retained existing equipment, while reducing their overall communications costs and enhancing customer service", said Mr. Wanner.

The EtherDial, like the other products in Precidia's line, features value-added management capabilities such as an SNMP agent, an embedded web server for log and status pages, and remote configurability. Customers in more than 55 countries worldwide leverage Precidia's proven products to reduce costs and gain access to legacy equipment from an IP network.

About WinCo Foods

Based in Boise, WinCo is committed to having an enormous selection of national brands at the lowest prices. WinCo has stores in Washington, Idaho, Nevada, California and Oregon. They average 85,000 square feet and include a large delicatessen, seafood and produce departments, a pizza shop, a fresh bakery and a variety of organic products. Originally a chain of discount grocery stores operating under the names Waremart and Cub Foods, the company changed its name to WinCo Foods in 1998.

About Precidia Technologies

Precidia Technologies Inc. is a global leader in the design and manufacture of IP access devices for a wide range of industries, including retail payments and building automation. With customers in over 55 countries, Precidia's unique product line of wired and wireless access devices as well as chip technology seamlessly migrates stand-alone serial equipment onto more sophisticated IP networks. For more information, visit Precidia on the Web at <http://www.precidia.com>

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