



## For Immediate Release

For More Information:

Showroom Technology, Inc.  
Kirk Randall  
(703) 251-4816  
krandall@showroomtech.com

## THE NATIONAL HOME FURNISHINGS ASSOCIATION PARTNERS WITH SHOWROOM TECHNOLOGY

**Leading furniture retail trade association to offer Showroom Technology's SHOW/PRO™ promotional kiosk system to 10,000 member stores.**

**Reston, Virginia – July 25, 2005 – Showroom Technology, Inc. and the National Home Furnishings Association today announced the formation of an alliance between the organizations. Under terms of the alliance, Showroom Technology's SHOW/PRO promotional kiosk system will be promoted and marketed with favorable pricing terms to the association's large furniture retail membership.**

SHOW/PRO is a showroom-based promotional kiosk system that offers retailers two distinct benefits to improve its sales performance. First, it allows consumers to quickly and privately apply for credit and/or register for coupons and specials. Secondly, it enables retailers and product manufacturers to advertise and promote products and programs to entice consumers to purchase while they are in the showroom.

A major benefit to NHFA's member retailers is Showroom Technology's kiosk interfaces with NHFA preferred promotional credit lender, CitiFinancial Retail Services, and the Western Home Furnishings Association preferred promotional credit lender, American General Financial. SHOW/PRO seamlessly links the electronic kiosk credit application to both of these financial institutions.

"The NHFA is always searching for products and programs that will benefit our membership. We are extremely excited to now offer our membership this exciting new product from Showroom Technology designed to improve our member's sales performance," said Jerry Alderman, Senior Director of Member Services for the NHFA.

NHFA member retailers can contact NHFA member services representatives to learn more about receiving an attractive NHFA discount on the SHOW/PRO promotional kiosk system. "We are honored that NHFA has selected Showroom Technology as a company that can add value to its membership and are committed to helping NHFA members improve their business performance," stated Kirk Randall, Vice President of Sales of Showroom Technology.

Showroom Technology will be demonstrating SHOW/PRO at the Las Vegas Furniture Market in CitiFinancial Retail Services' exhibit space at the Western Home Furnishings Association (WHFA) Retailer Resource Center located in space #210 of the World Market Center, booth #11. Contact Kirk Randall at (703) 967-1176 or [krandall@showroomtech.com](mailto:krandall@showroomtech.com) to schedule a personal demonstration or for more information.

**About Showroom Technology, Inc.**

Showroom Technology, Inc. is first-to-market with innovative kiosk technology for big ticket retailers to improve sales performance in the retail showroom. Its SHOW/PRO™ promotional kiosk system allows consumers to quickly and privately apply for promotional financing and register for special promotions while enabling the retailer and its product vendors to offer targeted advertising and incentives to purchase to these qualified shoppers. The results are immediate and measurable, increasing average ticket, converting more shoppers into buyers, and capturing key consumer information for marketing purposes. For more information, visit [www.showroomtech.com](http://www.showroomtech.com).

**About National Home Furnishings Association**

NHFA serves home furnishings retailers in all 50 states, Canada and abroad. With over 10,000 member stores, its mission is to provide the products and services that enable retailers to operate their businesses more efficiently and profitably. For more information or to contact the NHFA, visit [www.nhfa.org](http://www.nhfa.org) or call Member Services at (800) 888-9590.