



For Immediate Release

For More Information:

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

Top Tier Furniture Retailers Select Showroom Technology's Promotional Kiosk System

Choice of SHOW/PRO™ kiosk system based in large part on its proven results.

Reston, Virginia, August 10, 2005 – Showroom Technology, Inc. announced today that four leading furniture retailers, including three in the Furniture/Today® Top 100 list, have purchased its SHOW/PRO™ showroom promotional kiosk system. The SHOW/PRO kiosk system enables retailers to encourage customers to sign up for promotional financing prior to shopping and register for coupons while driving targeted in-store advertising and promotions. Sales personnel enthusiastically embrace the kiosk as an integral part of the sales process and an effective way to increase average ticket and the number of sales transactions.

American Furniture Warehouse, Colorado's biggest retailer with over \$300 million in annual sales, understood early on that kiosk technology could improve customer service and its store operation. It had assembled prototype kiosks interfacing with its point-of-sale system to automate certain functions and improve customer service. After being introduced to Showroom Technology, American Furniture Warehouse chose SHOW/PRO as its kiosk system for the future. "We felt confident that Showroom Technology's kiosk system would enable us to rollout a quality, effective, and scalable kiosk system for customer self-service applications, such as promotional credit application," said Tony Mitchell, Purchasing Manager at American Furniture Warehouse.

Top 100 furniture retailers, Big Sandy Superstore and Wood Armfield, also chose the SHOW/PRO kiosk system based on the quality of the system, its promotional features, and Showroom Technology's business relationship with their consumer finance partner, CitiFinancial Retail Services.

Johnny Janosik, Inc., a rapidly growing furniture retailer based in Laurel, Delaware, selected Showroom Technology for its promotional kiosk initiative. Frank Gerardi, Sr., Chief Executive Officer of Johnny Janosik, Inc., understands the SHOW/PRO kiosk will do much to improve customer service and, at the same time, increase the retailer's sales performance. "We chose Showroom Technology's promotional kiosk system for its impressive features, attractive styling, and direct integration with our promotional finance lender."

Showroom Technology, Inc. has grown its market position with promotional kiosks in big ticket retail and has been recognized as the leader in the industry, demonstrated by its recently announced partnership with the National Home Furnishings Association. "I am both proud and appreciative that this group of impressive retailers has selected Showroom Technology as their kiosk partner of choice," stated David Weyher, Showroom Technology's Chief Executive Officer.

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 these qualified shoppers in the showroom. 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