



For Immediate Release

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ROOMFUL EXPRESS FURNITURE LOOKS TO IMPROVE SALES WITH INSTALLATION OF PROMOTIONAL KIOSKS

Top 100 furniture retailer partners with Showroom Technology to offer shoppers an easy and private way to apply for credit and receive targeted promotions.

Reston, Virginia – July 25, 2005 – Showroom Technology, Inc. and Roomful Express Furniture today announced that Roomful Express Furniture has installed Showroom Technology's SHOW/PRO™ promotional kiosk system in order to boost its sales performance. The kiosks, interfaced with CitiFinancial Retail Services' promotional credit system, are being piloted at The Pointe store outside of Pittsburgh. Roomful Express Furniture anticipates installing additional Showroom Technology kiosks at its other stores later this year.

The SHOW/PRO promotional kiosk system offers Roomful Express Furniture customers the ability to apply for credit or register for coupons in a fast and private manner. Additionally, it enables Roomful Express Furniture to advertise and promote certain products and programs to entice consumers to purchase while they are in the showroom.

Roomful Express Furniture's expectations of Showroom Technology's kiosk were four-fold: (1) increase the number of promotional credit applications processed through its private label credit program with CitiFinancial Retail Services, (2) have the applications processed early in the shopping process, (3) realize a higher average ticket on promotional credit written sales, and (4) entice more customers to make a purchase while they are in the showroom.

"The early results of the kiosk pilot are very encouraging," said Paul Sanford, Vice President and CFO of Roomful Express Furniture. "By leveraging CitiFinancial's promotional credit programs, we see Showroom Technology's kiosk system driving higher sales performance in our showrooms while improving the buying experience for our customers."

SHOW/PRO's innovative promotion management functionality enables Roomful Express Furniture to plan, schedule, and electronically control various types of promotions, including image and video files, to be displayed on the kiosks to consumers shopping in its showrooms. With the ability to display promotions and print coupons at the kiosk, Roomful Express Furniture now has a subtle yet powerful way to entice the consumer to make a purchase while in the showroom.

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, including component products from partners Apunix and Olea Exhibits, 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.

About Roomful Express Furniture

Roomful Express Furniture is the largest growing furniture retailer in the Pennsylvania, West Virginia and Ohio tri-state area. Consistently recognized by Furniture Today as one of the top furniture retailers in the United States, Roomful Express Furniture has consistently sought to build a solid reputation for value, fine service and the best selection for over 45 years. Ever expanding, the company now has 12 stores in the tri-state area. Roomful Express Furniture is different because as its new tag line says "We put it all together and Sell it for Less". Roomful Express Furniture has created hundreds of room settings that have been custom created by its designers for its customers to make it easier to beautifully decorate their homes. For more information, visit www.roomfulexpress.com.