



## For Immediate Release

For More Information:

Showroom Technology, Inc.  
Kirk Randall  
(703) 234-5564  
krandall@showroomtech.com

## Industry leaders join newly formed Showroom Technology advisory board

### Board to add valuable input as Showroom Technology accelerates growth.

Herndon, Virginia, March 7, 2007 – Showroom Technology, Inc. announced today that it has formed an advisory board made up of leaders from the home furnishings, retail, and consumer finance industries. As Showroom Technology continues to rapidly expand, the board will offer guidance and advice with the intent to ensure Showroom Technology continues to deliver solutions the marketplace needs and desires.

Initial members of the Showroom Technology Advisory Board include: **Steve DeHaan**, executive director of National Home Furnishings Association, representing approximately 3,000 home furnishings retailers; **Bill O'Malley**, executive with Federated/Macy's Group and previously an executive with Levitz Furniture and Belfort Furniture; **Stan Kreutzfeldt**, senior vice president with CitiFinancial Retail Services, one of the top consumer lenders in North America; **Bill Sauter**, chief executive officer of Banner Retail Marketing Group, a leader in marketing services for the home furnishings industry; and **Gina Dubbe**, managing director for investment firm, Walker Ventures. Showroom Technology intends to add industry experts to its advisory board in the future.

"I'm honored and excited to have these industry leaders committed to helping Showroom Technology further its business," stated David Weyher, chief executive officer of Showroom Technology. "Their diverse knowledge, industry experience, and respected advice will give Showroom Technology the additional insight and perspectives it needs to ensure we are doing the right things to meet the marketplace needs."

### About Showroom Technology, Inc.

Showroom Technology, Inc. offers innovative kiosk technology for big ticket retailers to improve sales performance in the retail showroom. Its SHOW/PRO® promotional kiosk system, leveraging technology from award-winning Apunix and Olea Exhibits, allows consumers to quickly and privately apply for promotional financing and register for in-store promotions. The kiosk enables a retailer and its product vendors to drive targeted advertising and incentives to these qualified shoppers while they are in the store. The results are immediate and measurable, increasing sales and profit, converting more shoppers into buyers, and capturing key consumer information for target marketing campaigns. For more information, visit [www.showroomtech.com](http://www.showroomtech.com)