



For Immediate Release

For More Information:

*Showroom Technology, Inc.
David Weyher
(888)99-KIOSK x701
dweyher@showroomtech.com*

*Mail America
Leo Bartsch
(800)421-2150 x1013
leob@mailamerica.com*

First-of-its-kind multi-channel retail marketing program launched to greatly improve return on advertising spend

Technology ties together consumer's before, during, and after shopping experience

Leesburg, Virginia, October 20, 2008 – Showroom Technology, Inc. and Mail America announced today the commercial availability of a first-of-its-kind, exclusive, and proprietary multi-channel marketing system that leverages Showroom Technology's popular electronic kiosk platform and Mail America's extensive marketing services. Retailers can now effectively tie together direct mail campaigns, including print inserts, with the SHOW/PRO® in-store kiosk in order to drive more foot traffic into the store and to the kiosk. As a result, retailers will know more about their foot traffic and about the performance of their direct marketing campaigns.

This new technology-based marketing program touches consumers before, during, and after they shop in a coordinated and integrated manner – true multi-channel marketing. Using unique barcodes incorporated into any direct mail piece – print or electronic – retailers now have a new tool to improve the return on advertising spend.

“Direct marketing will never be the same,” said Richard Dlesk, president of Mail America. “Having made a large investment in the technology to enable this innovative marketing process, Mail America, together with our business partner, Showroom Technology, gives retailers a powerful new platform to better collect, manage, analyze, and report on consumer data related to its marketing initiatives.”

Showroom Technology and Mail America are proud to have some enthusiastic customers excited to implement this system in order to maximize their marketing programs. These retailers represent the home furnishings, flooring, appliance, electronics, and automotive dealership marketplaces.

The SHOW/PRO multi-channel marketing system leverages proven systems and services from two industry leaders. The power of this new system is unmatched in the retail industry. Upon receipt of a unique barcoded direct mail piece, the consumer is encouraged to bring it with them to the store and scan it at the SHOW/PRO kiosk in order to “unlock” their personal promotion. Instantly, the consumer is registered for the promotion, after submitting an email address. Additionally, a personal webpage or URL (“PURL”) can be included so that the consumer can initially register at home or office. The retailer will be able to review all the consumers that hit the webpage and did or did not visit the store.

Once the consumer is registered for the promotion, they can choose to fill in just a few more fields of data to apply for the store's private label finance program. Alternatively, they can elect to fill out a brief survey about their product preferences, service options, or other retailer-specified questions. Retailers can specify promotions or detail specials for some or all of the selections to further steer the consumer toward certain products and/or services.

By the time a consumer has left the store, the system can automatically generate a personalized email, sitting in the consumer's inbox. The goal of this service is to build loyalty and drive the consumer back to the store. Industry experts have stated that reaching back out to the consumer shortly after their initial shopping experience and enticing them back into the store yields a nearly three-fold increase in sales close rate.

By using the data collected during this quick and easy marketing process, retailers can view and report data by a variety of marketing metrics, including:

- Real-time campaign response rates
- Demographic profile of the foot traffic
- Consumer's promotion and/or product/service preferences
- Credit applications completed after the registration process

Showroom Technology and Mail America will be demonstrating the multi-channel marketing system this month at both the Direct Marketing Association conference (booth #662), held October 11-15 in Las Vegas, and the High Point Furniture Market (IHFC, 12th floor, booth #66 & 68), held October 20 -24 in High Point, North Carolina.

About Showroom Technology, Inc.

Showroom Technology's SHOW/PRO[®] kiosk system is rapidly becoming a key sales tool in the retail store. A SHOW/PRO kiosk allows consumers a self-service way to quickly and privately apply for financing, register for in-store promotions, and easily browse product information and images. The kiosk system also displays targeted advertising to consumers in the store in order to influence shopping behavior. As a result, SHOW/PRO kiosks help retailers increase sales performance, improve a consumer's in-store experience, and streamline the sales floor administrative process, thereby achieving a better return on foot traffic. For more information, visit www.showroomtech.com.

About Mail America

Mail America specializes in print-based marketing solutions for a variety of companies across many retail industry verticals that require delivering the right message, connecting to the right people & reflecting the results of the promotion. Our goal is to provide the newest and most innovative direct marketing solutions, to stay ahead of the industry breakthroughs and to keep your marketing efforts ahead of your competition. It is our creative vision, diverse knowledge and a commitment to flawless execution, which makes us a company of problem solvers who build marketing programs that work. For more information, visit www.mailamerica.com.