



For Immediate Release

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Jerome's Furniture realizes 20% increase in average ticket with Showroom Technology's SHOW/PRO[®] kiosk system

Western Home Furnishing Association's 2008 retailer-of-the-year plans to add additional kiosks to maximize benefit

Leesburg, Virginia, October 14, 2008 – Showroom Technology announced today that another of its Top 100 home furnishings retail customers realized remarkable results using the SHOW/PRO[®] kiosk system. Jerome's Furniture, having the distinction of being named the Western Home Furnishings Association's 2008 retailer of the year, continued to demonstrate its leadership position in the industry by utilizing advanced technology in its stores to improve both its sales operation and customer in-store experience.

Having Installed SHOW/PRO kiosks in each of its five San Diego stores, Jerome's Furniture incorporated the consumer self-service kiosk system into its sales process, pre-approving consumers for Jerome's Furniture's in-store credit and registering customers for incentives. The result was a significant increase in average ticket for customers who first utilized the kiosk system to gain credit approval. When consumers know their own purchasing power in advance of shopping, and the retailer's sales associates do as well, sales tickets tend to be larger than otherwise.

"We have analyzed our sales data and have determined that the SHOW/PRO kiosks have generated a 20% increase in average ticket," said Lee Goodman, chief executive officer of Jerome's Furniture. "There is no doubt that these kiosks are a valuable tool and have proven to pay for themselves over and over. We plan to increase our use of the kiosk's strong promotional features to get even more benefit on the sales floor."

In these challenging economic times, retailers must look for ways to drive more business from flat or lower foot traffic. The SHOW/PRO kiosk system has accomplished just this for Jerome's Furniture and many other retailers.

Wichita Furniture, owners of an Ashley Furniture HomeStore and Furniture on Consignment in Wichita, Kansas also took advantage of the power of the SHOW/PRO in-store kiosk system. Jay Storey, president and owner of Wichita Furniture, had been considering Showroom Technology's kiosk system for quite some time. He installed Showroom Technology's free-standing kiosk as well as its new countertop model at both locations. The result was truly impressive.

"Since the implementation of the Showroom Technology kiosks, we have seen a drastic reduction of labor required in our sales office to process finance applications. We have also experienced increased accuracy and a higher approval rate with higher credit limits enabling our sales staff to sell to the customers more and increase ticket average," explained Storey. "This is a great investment with endless opportunities for future data tracking and promotions."

About Showroom Technology

Showroom Technology's SHOW/PRO® kiosk system has rapidly become 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 promotions or incentives, and easily browse product information and images. The kiosk system also displays targeted advertising to consumers in the store in order to help influence shopping behavior. As a result, SHOW/PRO kiosks help retailers increase sales performance, improve a consumer's in-store shopping experience, and streamline the sales floor administrative process, thereby achieving a better return on foot traffic. For more information, visit www.showroomtech.com.