



A Better Return on Foot Traffic™

For Immediate Release

For More Information:

Showroom Technology, Inc.

David Weyher

(888)99-KIOSK x701

dweyher@showroomtech.com

More retailers turn to in-store marketing and credit kiosks to achieve better results in tough economic times

Top 100 retailer Gallery Furniture uses self-service kiosk innovation in store re-opening

Leesburg, Virginia, August 10, 2009 – Showroom Technology announced today that big-ticket retail industry leaders are driving improved operational results with Showroom Technology's SHOW/PRO® kiosk system. Houston-based Gallery Furniture ensured that customers participating in its recent store re-opening benefited from sales floor automation. Furniture Fair, the thirteen-store Ohio retailer, has implemented a new sales process, yielding immediate sales benefit. Berkshire Hathaway retailer Homemakers leveraged in-store kiosks for a very successful and widely-publicized grand re-opening of its newly remodeled and expanded store in Iowa. While top 100 retailer Home Furniture, eight-store flooring retailer Quality Carpet One, and the huge stores-within-a-store concept retailer Becker Furniture World, all recently turned to the SHOW/PRO kiosk system to help drive more sales and improve the customer experience.

Tough economic times have made retailers realize that they must change in order to prosper. Consumers have changed how they shop, and business-as-usual retail marketing and sales processes no longer fit. Homemakers bucked the industry trend of flat-to-down foot traffic and sales by running a targeted kiosk-based direct mail promotion, driving record foot traffic into its store and to the SHOW/PRO kiosks resulting in strong sales leading up to its grand re-opening.

Furniture Fair knew it was the right time to partner with Showroom Technology and introduce consumer self-service kiosks onto its sales floor. "We had been considering Showroom Technology's kiosk system for quite some time and have come to realize how proven and effective the kiosk system is for other retailers," said Rick Daniels, president of thirteen-store OKI Furniture Fair in the Cincinnati, Ohio region. "We made the decision at this time to put the SHOW/PRO kiosks into our stores in order to improve our sales ticket and enhance our marketing efforts. The attractive pricing through a low monthly rental program offered on the kiosks made it very compelling. The results have been very good. We have seen sales tickets increase when the kiosk is used."

Gallery Furniture has built its extremely success business by being an innovator. Showroom Technology's kiosk system was a must-have when it came time to re-open their flagship store, damaged in a fire earlier this year. "The kiosks worked great over our re-opening weekend," stated Gallery Furniture vice president, Linda McIngvale. "The customer experience is greatly improved and results in a better experience than using our cashiers to collect personal information. They worked so well we have ordered more kiosks for the opening of the remainder of our renovated store."

Consumers are changing and, thereby, big-ticket retail is changing. Consumers want more options at *their* fingertips, speed-of-process, and privacy. Retailers just want more business. Innovative marketing and sales kiosks bring these two objectives together.

"We pride ourselves on the type of retailers we can call customers and, more importantly, what these customers say about our kiosk system," said David Weyher, chief executive officer of Showroom Technology. "Adding new industry leaders such as Gallery Furniture and Furniture Fair to our customer ranks while seeing existing customers such as Homemakers, Becker Furniture World, Quality Carpet One, and Home Furniture expand their use of our kiosk system speaks volumes about the power of the SHOW/PRO kiosk system."

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.