



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*

Concept Store at the National Retail Federation's annual tradeshow to showcase innovative marketing kiosk

Kiosk initiative from Creative Communications and Showroom Technology will be front and center at Retail's Big Show

Leesburg, Virginia, January 7, 2009 – Showroom Technology, Inc. and Mail America parent, Creative Communications, announced today that the SHOW/PRO[®] kiosk system will be one of a select few technologies featured in the Customer Experience Concept Store during the National Retail Federation's ("NRF") Big Show, held this month in New York City. With a music store theme, the Concept Store will feature the Virgin Entertainment Group's "Virgin Theatre", with a live feed of a concert from Hollywood. Creative Communications and Showroom Technology will be demonstrating new advertising, direct marketing, and loyalty functionality of the SHOW/PRO kiosk system, including a sponsored promotion from Virgin Megastore.

Using the SHOW/PRO kiosk system, retailers have a powerful self-service marketing tool located on the showroom floor. Tying together Mail America's extensive direct marketing capabilities with Showroom Technology's in-store kiosk system, retailers can drive more foot traffic to the store and to the kiosk system in order to increase sales and marketing activity. SHOW/PRO's direct marketing functionality quickly and easily captures consumer information, including key contact information and product and/or promotion preferences. This enables retailers to effectively reach back out to consumers to encourage a return visit, especially those consumers who did not purchase.

New loyalty/rewards functionality, utilizing barcoded laminated cards give retailers an inexpensive yet highly effective way to engage consumers in-store with a points-based system for offering special promotions, including points redemption in the form of coupons at the kiosk.

"We are both proud and excited to be demonstrating our powerful technology alongside industry giants and other leading-edge technology companies at Retail's Big Show," said David Weyher, chief executive officer of Showroom Technology. "Our partnership with Creative Communications and their strategic vision and resources has enabled this technology to be the retail industry's leading source of in-store, technology-based marketing."

The SHOW/PRO kiosk system and its marketing functionality will be exhibited in both the Customer Experience Concept Store and in Mail America booth #3063, during NRF's Big Show, January 11 – 13, 2009 at the Javits Convention Center in New York City.

About Showroom Technology, Inc.

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 method to quickly and privately apply for financing, register for in-store promotions, and easily browse product information and images. Using an integrated scanner, consumers can also scan barcoded direct mail pieces or loyalty/gift cards for special offers and promotions. 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 Creative Communications/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.