



For Immediate Release

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Respected industry report gives favorable review of Showroom Technology's kiosk system

SHOW/PRO™ kiosk installation at Belfort Furniture earns high marks with industry-leading research firm.

Herndon, Virginia, February 22, 2007 – Showroom Technology, Inc. announced today that Summit Research Associates has issued accolades to Showroom Technology's SHOW/PRO™ kiosk installation at Belfort Furniture in its recently released 2007 Retail Kiosk Industry Report. Summit Research, based in Rockville, Maryland, is a widely respected research and analytic firm in the kiosk industry. The evaluations Summit Research provides can be positive or negative and are intended to provide kiosk users with independent, unbiased, and factual based analysis about important kiosk implementations.

The 2007 Retail Kiosk Industry Report provides a detailed evaluation of how the SHOW/PRO kiosk functions at Belfort Furniture, one of Showroom Technology's many customers in the home furnishings industry. Summit Research spent time onsite at Belfort Furniture on two separate occasions putting one of Belfort Furniture's six kiosks through its operation. The focus of the evaluation was on the electronic credit application process. The SHOW/PRO kiosk is integrated with CitiFinancial's private label credit service to provide Belfort Furniture with fast, private, and secure customer self-service credit application.

Summary comments made by Summit Research in the report include:

"The sales staff we spoke with were enthusiastic about the devices – always a good sign."

"Store employees also told us that customers really appreciate the confidentiality involved in applying for credit."

"Usage is excellent, especially during busy times."

"It is fast, uncomplicated, and almost always well-located so that customers see it almost as soon as they enter the store."

"The (Olea) enclosure is attractive, fitting in with the stores décor, but not blending into the woodwork."

"Overall, this is an innovative project that meets a real customer need."

Ikea's information kiosk, Hewlett Packard's photo kiosk, Giant Food's shopping kiosk, Subway's drive-thru food ordering kiosk, and Redbox's DVD rental kiosk were also featured in the report.

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