



A Better Return on Foot Traffic™

For Immediate Release

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Floor covering leader Shaw Industries turns to Showroom Technology for innovative in-store kiosk system

Multi-purpose kiosk system targeted to drive more traffic and improve sales for thousands of flooring retailers in Shaw's dealer network.

Leesburg, Virginia, November 20, 2009 – Showroom Technology and Shaw Industries announced today a new in-store kiosk initiative designed to help flooring retailers in the Shaw Flooring Network achieve a better return on store foot traffic. Shaw Industries had introduced a credit kiosk last year, however Showroom Technology's SHOW/PRO kiosk expands beyond consumer credit to some unique marketing features designed to drive more foot traffic, collect more consumer data, and ultimately write more business.

The SHOW/PRO kiosk system has been helping big ticket retailers improve sales results for more than five years. In hundreds of stores, SHOW/PRO provides retailers with a new way of engaging the consumer in a friendly, easy, and private manner. By integrating barcode technology with direct mail and email marketing programs that are to be scanned at the kiosk, SHOW/PRO first touches consumers in-home, offering them "mystery discounts", "secret scans", or other enticing offers. These or other offers can also be made available in-store with hand-out scan cards and on-screen promotions. Once in the store and at the kiosk, the consumer will quickly register to learn what they have won or earned. Consumers are then offered the opportunity to easily and privately complete a store credit application. The marketing database built by this process provides retailers an effective way to reach back out to consumers quickly, via email or telephone.

Using SHOW/PRO, flooring retailers in the Shaw Flooring Network will add more power behind their current direct mail and email marketing campaigns while greatly improving the process of opening up store credit accounts. Obtaining real-time response rates, automating email marketing, and learning shopping preferences are just some of the added benefits the SHOW/PRO kiosk system provides to the retailer. Shaw Industries will also be introducing Shaw product education and information on the SHOW/PRO kiosk for self-service learning by the retailer's store personnel.

"Our objective is to partner with vendors who stay current with the needs of consumers and business owners. We find this to be true of Showroom Technology. The SHOW/PRO kiosk offers a more engaging experience with the consumer as well as offering great value to the dealer regarding sales associate training, increasing sales, and enhancing the dealers' marketing efforts. We look forward to the success of this joint effort," said Scott Humphrey, director of the Shaw Flooring Network.

"It is clear that Shaw is continually looking for innovative ways to help its dealer network improve business performance," added David Weyher, chief executive officer of Showroom Technology. "We are thrilled that Shaw has embraced the SHOW/PRO kiosk system to do just that."

About Shaw Industries

Shaw Industries Group, Inc., a subsidiary of Berkshire Hathaway, Inc., is the world's largest carpet manufacturer and a leading floor covering provider with more than \$5 billion in annual sales and approximately 26,000 associates. Headquartered in Dalton, Ga., the company manufactures and distributes carpeting, rugs, hardwood, laminate and ceramic tile for residential and commercial applications worldwide. A recognized leader in environmental stewardship, Shaw has implemented hundreds of sustainability initiatives and cradle to cradle design solutions, collectively termed the Shaw Green Edge. For more information, visit www.shawfloors.com.

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 includes barcode technology that can be incorporated into direct mail or email marketing programs to help drive foot traffic into the store. 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.