



For Immediate Release

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Slumberland chooses Showroom Technology for in-store promotional kiosk rollout

Showroom Technology and Wells Fargo Financial Retail Services have collaborated to bring Slumberland private, fast, and secure consumer self-service credit application.

Herndon, Virginia, February 8, 2007 – Showroom Technology, Inc. announced today that Slumberland Furniture will roll out Showroom Technology's SHOW/PRO™ kiosk system to its corporate stores. Slumberland looks to improve customer service and efficiency and, at the same time, increase its credit-based sales, which realize a higher average ticket.

Slumberland is yet another top 100 home furnishings retailer to have embraced Showroom Technology's promotional kiosk solution. SHOW/PRO™ has enabled many retailers to offer consumers who are browsing a showroom a convenient, private, and efficient way to learn about, apply for, and receive store-based promotions, including instant promotional credit. "Slumberland is excited to introduce this technology to help our customers make the most of their time and shopping experience," said Jamie Page, Director of Information Technology at Slumberland Furniture. "We believe customers will love the increased speed and ease of applying for financing. We evaluated several vendors and felt Showroom Technology offered a solution that is quick to implement, easy to use, easy to administer and achieves a higher level of customer satisfaction."

Wells Fargo Financial Retail Services is Slumberland's private label credit lender and has collaborated with Showroom Technology to offer promotional credit to consumers at a kiosk in a private, fast, and secure way. Showroom Technology and Wells Fargo Financial Retail Services have several home furnishings retailers operational with the SHOW/PRO kiosk system. The parties have recently completed a dedicated and secure data communications link to allow retailers of all sizes to enjoy the benefits of consumer self-service credit application with Wells Fargo Financial Retail Services using SHOW/PRO.

SHOW/PRO will also enable Slumberland to dynamically advertise and promote to consumers in the store with SHOW/PRO's promotion manager feature. Full motion video and image-based promotions can be scheduled, timed, and selectively placed on the kiosks large LCD color monitor in order to engage and inform consumers while browsing the showroom floor.

"Slumberland is a premier home furnishings retailer and we are extremely proud that they chose Showroom Technology as a business partner," said David Weyher, Chief Executive Officer of Showroom Technology. "Slumberland's commitment to the SHOW/PRO kiosk system demonstrates its drive to continually improve upon the customer experience."

About Slumberland Furniture

Established in Minnesota in 1967, Slumberland has expanded to 105 stores in 10 states, selling furniture for the rooms that make up the heart of your home. Slumberland is now America's #1 seller of La-Z-Boy upholstery, as well as the Midwest's largest retailer of Natuzzi leather and both Sealy and Simmons mattresses. Along with our ongoing commitment to value and comfort, Slumberland is also determined to satisfy your sense of style. Slumberland takes pride in providing a focused selection of mattresses and home furnishings that understand the way its customers really live. Good-looking furniture that's easy to love, easy to maintain and, best of all, easy on the pocketbook.

About Showroom Technology, Inc.

Showroom Technology, Inc. is first-to-market with 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 special promotions while enabling the retailer and its product vendors to offer targeted advertising and incentives to these qualified shoppers in the showroom. The results are immediate and measurable, increasing average ticket, converting more shoppers in to buyers, and capturing key consumer information for marketing purposes. For more information, visit www.showroomtech.com.

About Wells Fargo Financial Retail Services

Wells Fargo Financial Retail Services, headquartered in Des Moines, Iowa, specializes in providing consumer private-label and dual-line credit card programs to retailers in North America. Its parent is Wells Fargo Financial, a unit of Wells Fargo & Company. Wells Fargo Financial provides real estate-secured lending, automobile financing, consumer and private-label credit cards and commercial services to consumers and businesses. Wells Fargo Financial has \$67 billion in assets, approximately 21,000 team members and operates in 48 states across the U.S., the 10 provinces of Canada, the Caribbean, Latin America, and the Pacific Rim. It is headquartered in Des Moines, Iowa. More information about Wells Fargo Financial is available at www.wellsfargofinancial.com.