



A Better Return on Foot Traffic™



For Immediate Release

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Virtual showroom of sports-themed home furnishings to hit retail stores and sporting venues

Solution offers a cost-effective means for adding new revenue opportunities.

Leesburg, Virginia, July 23, 2008 – Showroom Technology, Inc. and Baseline Licensing Group (“BLG”) announced today an exclusive alliance creating a first-of-its-kind virtual showroom showcasing BLG’s sports-themed home furnishings product line. BLG has secured licenses with the National Football League, Major League Baseball, the National Basketball Association, NASCAR, and certain universities for the production of authentic furniture in the colors and logos of each team.

Baseline is leveraging Showroom Technology’s popular SHOW/PRO® self-service kiosk system to create a complete in-store electronic product catalog that consumers can easily access and navigate. Promotions tied directly to BLG product offerings are a popular option and have been very successful for furniture retailers.

Retailers embracing this solution require a minimum of floor space, carry little to no inventory, and, if desirable, have BLG ship directly to the consumer. “Showroom Technology is thrilled to team up with BLG in order to offer this unique solution to our existing markets and have the opportunity to expand in to new markets” said David Weyher, chief executive officer of Showroom Technology. “The combination of BLG’s attractive product set and Showroom Technology’s easy-to-use self-service kiosk system will make this virtual showroom solution a winner for any retailer looking to expand their revenue opportunities without adding costs normally associated with introducing a new product category.”

The primary benefit of this solution is to provide retailers with a complementary source of revenue to their existing product/service offerings. Target markets for this solution include retailers in home furnishings, sporting goods, home improvement, recreation, and entertainment. In addition, the companies plan to target sports venues.

“We are very excited about bringing this program to market. The space objection can now be handled efficiently and the ability to get in front of the fan will be immense,” said Red Barnes, President of Baseline Licensing Group.

“As new technologies are developed we need to take advantage of them to provide better service to our customers. The self-service kiosk system is a great example,” said Gary L. Roberson, CEO of Baseline Licensing Group.

About Showroom Technology, Inc.

Showroom Technology's SHOW/PRO® kiosk system is rapidly becoming 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 in-store promotions, and easily browse product information and images. The kiosk system also displays targeted advertising to consumers in the store in order to influence shopping behavior. 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 Baseline Licensing Group

Baseline Licensing Group is a manufacturer of licensed sports furniture representing millions of fans. Our custom-made line consists of recliners, chairs, sofas, kid's furniture, futon covers and other home décor items in bright team colors, team graphics. Our products are made-to-order domestically. Baseline is a licensee of the NFL, MLB, NBA, as well as number of colleges and NASCAR. For more information, visit www.teamblg.com.