



**A Better Return on Foot Traffic™**

## **For Immediate Release**

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## **Showroom Technology kiosks generate over one half billion dollars in consumer credit lines in 2007**

### **Tangible benefits result in widespread acceptance of SHOW/PRO® kiosk system.**

Herndon, Virginia, January 10, 2008 – Showroom Technology, Inc. announced today that it finished the 2007 calendar year with a significant increase in the number of SHOW/PRO® kiosks installed in retail stores across the big-ticket retail marketplace. The SHOW/PRO kiosk system enables consumers in a retail showroom to privately, quickly, and securely apply for promotional store financing and register for in-store incentives. Used as a strategic sales tool on a retail showroom floor, SHOW/PRO kiosks generated promotional finance credit lines of over one half billion dollars in calendar year 2007. The credit lines were generated largely through industry-leading consumer finance lenders, partnered with Showroom Technology.

“Now with hundreds installed in large and small retail operations, the SHOW/PRO kiosk system has greatly improved the consumer finance process,” stated David Weyher, Chief Executive Officer of Showroom Technology. “The accelerating adoption of our system in the big-ticket retail marketplace is a testament to the kiosk’s appeal to consumers as well as its desired function for our retail customers and consumer finance business partners. We expect to generate over one billion dollars in consumer credit lines in calendar year 2008.”

### **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 and register for in-store promotions. 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](http://www.showroomtech.com)