



For Immediate Release

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BIG TICKET RETAILERS GAIN COMPETITIVE ADVANTAGE WITH INNOVATIVE KIOSK AND PORTAL SOLUTION

Kiosk-based electronic credit application integrated with retailer's private label credit bank drives higher tickets and more sales.

Pittsburgh, PA. – January 11, 2004 – Innovative Retail Systems, LLC announces the commercial availability of its front office and retail showroom solution, 360° Retail™. Targeted to retailers who sell high priced goods through retail showrooms by commissioned sales staff, the 360° Retail solution delivers improved sales performance at the showroom level and provides better information about customers and business metrics. The 360° Retail solution, consisting of the 360° Retail Kiosk™ and the 360° Retail Portal™, combines leading technology from Sun Microsystems, award-winning kiosk technology from Apunix, and portal and open source technology from CommNav.

First to market, Innovative Retail Systems has leveraged proven, open systems technologies to enable big ticket retailers to create a 360-degree selling experience among itself and its customers, vendors, and the retailer's private label credit (PLC) bank. Customers can apply for credit in the showroom using a touch screen kiosk application integrated with the retailer's credit processing system. Product advertising and promotions can be targeted to the customer via the kiosk. And, a retailer's sales staff can access real-time information via a user-friendly and secure portal to improve the selling process. The end result is a 360-degree value proposition: customers experience fast and private credit application; retailers increase ticket size and foot traffic-to-sales ratio; product vendors gain a target promotion vehicle; and PLC banks cast a "wider net", opening more credit accounts.

"Aggressive promotions are a significant part of our marketing strategy. The credit kiosks are adding real value to those programs we run, and we have seen important increases in the average sales tickets we write. Our productivity portal is helping us to manage the detailed information from our sales process. Each of our sales associates uses the portal everyday and that improves our communication with the sales force and makes the management of the selling process more proactive.", said Basil Hawanchak, Vice President of Levin Furniture, an expanding \$110 million furniture retailer. Levin Furniture has deployed sales productivity portal applications integrated with 22 self-service kiosks spread across 11 showrooms. Levin has seen dramatic results – 98% of its customers applying for credit now use the 360° Retail Kiosk, open and activated credit accounts have seen increases as much as 100%, and Levin Furniture's average ticket size continues to increase.

Innovative Retail Systems offers the 360° Retail solution with core components and allows retailers to choose from add-on portal and kiosk software applications. Such applications include: the Sales Wizard™, to help a retailer's sales staff better manage and assess their selling performance; the Showroom Traffic Analyzer™, a sophisticated application that compares foot

traffic to sales, and Virtual Showroom, a kiosk application for quick and easy access to a retailer's entire inventory. "The 360° Retail solution enables big ticket retailers to really transform their selling process, from initial advertising for creating showroom traffic to customer check-out using private label credit," notes David Weyher, Chief Executive of Innovative Retail Systems.

About Innovative Retail Systems LLC

Launched in 2002 to specifically address the needs of big ticket retailers, Innovative Retail Systems continues to create and deploy retail front office and showroom applications that drive better advertising, promotions, and sales results for big ticket retailers. The 360° Retail solution creates a 360-degree experience enabling a retailer and its customers, PLC bank and product vendors to more effectively interact and transact business together. For more information, visit www.360-Retail.com.

About Commnav, Inc.

CommNav, a division of Perfect Order Inc., provides web-based solutions that allow businesses to aggregate critical data in a secure framework. This technology leverages key industry standards including web services; roles based management and patented virtualization technology. Packaged solutions are being used successfully in diverse industries including Retail, Automotive, Consumer Packaged Goods and PharmChem. Contact Commnav at <http://www.commnav.com/>

Headquartered in Mechanicsburg, Pennsylvania, Perfect Order Inc. is a provider of technology solutions with eight locations nationally. Recognized by Inc. 500 for being one of the fastest growing privately held companies in the United States, Perfect Order's client list includes many Global 2000 corporations. Contact Perfect Order at <http://www.perfectorder.com/>

About Apunix, Inc.

Apunix has been a leader in developing industry leading software throughout its 23 years in business. Apunix has been recognized for both its industry leading kiosk software engine and its reputation for robust and reliable kiosk deployments. Apunix's software has been extensively recognized in the kiosk industry, including winning the 1st place award for best software at KioskCom, the kiosk industry trade show, for two years in a row. Apunix is the only company ever to receive this prestigious award. Apunix's kiosk innovations have also been recognized by awards from Kiosk Magazine, industry analysts Frost and Sullivan, and other industry organizations such as Kiosks.org. Learn more at <http://www.apunix.com/>.