



For Immediate Release

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SHOWROOM TECHNOLOGY, INC. LAUNCHES WITH ACQUISITION OF INNOVATIVE RETAIL SYSTEMS, INC.

Showroom-based promotional kiosk designed to increase sales is cornerstone of large-scale expansion plans into big ticket retail.

Reston, Virginia – May 25, 2004 – Showroom Technology, Inc. announces the official launch of its business with the acquisition of Pennsylvania-based Innovative Retail Systems, Inc. and seeks to raise investment capital. Showroom Technology plans to significantly expand on progress made by Innovative Retail Systems with its introduction of the innovative 360° Retail™ solution, designed for retailers who sell high margin goods through retail showrooms. Showroom Technology will leverage Innovative Retail Systems' recent customer wins, proprietary technology, strategic partnerships, and first-mover advantage to quickly capture market share in the big ticket marketplace.

Featuring a promotional kiosk that engages consumers in the showroom, the 360° Retail solution delivers improved sales performance at the showroom level by improving a retailer's conversion of showroom traffic to sales orders, increasing its average ticket (sales order) size, and improving customer service. The 360° Retail solution leverages a retailer's Private Label Credit program, engaging a consumer early in the sales process with its promotional kiosk to conduct a fast and private credit application, receive promotions or same-day coupons, and "surf" a virtual showroom. The key advantage of the 360° Retail solution is that it pulls key information about a consumer in the showroom while pushing items of interest to them, offering the consumer more "opportunity" to make a purchase while they are in the retailer's showroom. Research shows that when a consumer leaves a big ticket retail showroom there is an 80% likelihood they will not return.

"With the acquisition of Innovative Retail Systems and the 360° Retail brand, Showroom Technology is in a position to more broadly offer big ticket retailers a unique and valuable solution geared specifically to improving showroom sales performance", said David Weyher, chief executive of Showroom Technology, Inc. In connection with this acquisition, the company will be announcing the addition of key members to its staff. Showroom Technology will have its headquarters in Reston, Virginia.

About Showroom Technology, Inc.

Launched in 2002 to specifically address the needs of big ticket retailers, Showroom Technology is first-to-market with innovative technology for big ticket retail that improves sales performance at the showroom level. Its innovative 360° Retail solution, featuring a promotional kiosk, leverages a retailer's Private Label Credit and other promotional programs to dramatically improve the opportunity to increase sales in retail showrooms. For more information, visit www.showroomtech.com.