



For Immediate Release

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SHOWROOM TECHNOLOGY ANNOUNCES THE APPOINTMENT OF PRODUCT DEVELOPMENT VICE PRESIDENT

Veteran Christopher Larkin joins big ticket retail solution provider to advance promotional kiosk capabilities and value proposition.

Reston, Virginia – September 9, 2004 – Showroom Technology, Inc., first to market with a promotional kiosk for big ticket retail, has hired industry veteran Christopher Larkin to be its Vice President of Product Development. Mr. Larkin will be responsible for the design, development, and maintenance of the portfolio of Showroom Technology’s products, known as the 360° Retail™ solution, featuring the Showroom Promotional Kiosk.

Mr. Larkin brings extensive software development expertise to Showroom Technology having over twenty years of technology industry experience. He spent several years at Oracle Corporation leading the design and development of large-scale Oracle software projects. Subsequently, Mr. Larkin ran a small software development company contracting to build complex Oracle and web applications for large customers. He has a thorough understanding of Carnegie Mellon’s Capability Maturity Model (CMM) for software development, having built a commercially available and deployed CMM tool known as Pinnacle for managing large software development projects. He holds a Bachelor’s degree from Duke University and a Master’s degree from George Washington University.

“Chris has the expertise, discipline, and vast experience required to build first class software. He will be a great asset to Showroom Technology and its customers”, said David Weyher, chief executive of Showroom Technology, Inc. Mr. Larkin’s addition to Showroom Technology is timely with several key product initiatives and updates underway.

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 to help big ticket retailers improve sales performance at the showroom level. Its innovative 360° Retail solution, featuring the Showroom Promotional Kiosk, enables a retailer to leverage its promotional credit program with targeted advertising and product promotions, virtual showroom, and automated coupon dispensing to increase the average ticket and improve its sales close ratio. For more information, visit www.showroomtech.com.