



## **For Immediate Release**

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## **SHOWROOM TECHNOLOGY BOLSTERS SALES TEAM WITH ADDITION OF SEASONED EXECUTIVE**

**Kirk Randall joins Showroom Technology, Inc. to leverage recent progress and propel sales growth.**

**Reston, Virginia – October 11, 2004 – Showroom Technology, Inc. announces the addition of Kirk E. Randall as Vice President of Sales. In this capacity, Mr. Randall will be responsible for managing all sales activity and communicating the value proposition of Showroom Technology's 360° Retail™ solution, featuring the Showroom Promotional Kiosk™. He joins Showroom Technology just as the company is positioned to leverage recent customer wins and successful deployments.**

Mr. Randall is a seasoned sales executive and successful entrepreneur with over 20 years of technology industry experience. He has been a key element in the growth of several companies from Fortune 500's to small and medium size businesses. Mr. Randall's accomplishments include successful sales leadership roles with information technology firms, including the positions of Vice President, Director, and Branch Manager. In addition, Mr. Randall successfully established and grew three information technology companies: a sales and business development outsourcing firm, an IBM reseller, and an internet based federal procurement information resource. "Kirk is a savvy and disciplined sales executive with a track record of success", said David Weyher, chief executive of Showroom Technology, Inc. "He is exactly what this company needs to further our success."

### **About Showroom Technology, Inc.**

Showroom Technology is first-to-market with promotional kiosk 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](http://www.showroomtech.com).