



For Immediate Release

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GOLDSTEIN'S FURNITURE SEES SIGNIFICANT SALES IMPROVEMENT USING PROMOTIONAL KIOSK.

Retailer experiences jump in sales performance with its customers using Showroom Technology's promotional kiosk.

Reston, Virginia – October 21, 2004 – Showroom Technology, Inc., first to market with a promotional kiosk in big ticket retail, today announced that Goldstein's Furniture has successfully deployed Showroom Technology's Showroom Promotional Kiosk™. The results of the pilot deployment exceeded Goldstein's Furniture's already high expectations.

After learning about Showroom Technology's Showroom Promotional Kiosk™ and having attained buy-in from its new private label credit financing partner, Goldstein's Furniture decided to pilot the touchscreen promotional kiosk to improve sales performance. The results of the pilot deployment were immediate and significant. Sales performance jumped at the retailer with an increase of over 50% in its average ticket. In addition, credit applications and approvals increased substantially, whereby building its customer open-to-buy portfolio, leading Goldstein's Furniture to immediately plan a marketing campaign to further boost sales.

"In a relatively short period of time, the results have been remarkable", noted Gary Rose, Goldstein's Furniture Chief Financial Officer. "We were confident Showroom Technology's promotional kiosk would improve our sales performance, but we were truly surprised at just how much it did improve."

Based on the results of the pilot program Goldstein's Furniture plans on purchasing more kiosks to rollout out to its other store locations in the near future. "My sales associates have found the promotional kiosk to be an invaluable tool in the sales process," said Kristen Colley, Store Manager for Goldstein's Furniture. "By improving customer service, enticing the consumer to purchase, providing key customer data, and saving time and errors in the administrative process, the sales process has greatly improved."

The Showroom Promotional Kiosk features an easy-to-use electronic credit application that is integrated with a retailer's private label credit promotional financing lender and its point-of-sale system. Combined with the promotions management feature, it empowers consumers while enticing them to purchase goods while in the showroom. The solution is powered by the award winning Kiosk Engine for Java™ Platform from Apunix (www.apunix.com) and uses a kiosk enclosure from display manufacturer, Olea Exhibits (www.olea.com). "It is not very often a technology solution can be deployed and have immediate and profound results", said David Weyher, chief executive of Showroom Technology, Inc. "The results realized by Goldstein's Furniture further demonstrate how retailers can achieve both rapid ROI and increased sales using our Showroom Promotional Kiosk."

About Showroom Technology, Inc.

Launched in 2002 to specifically address the needs of big ticket retailers, Showroom Technology, Inc. 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 touchscreen promotional kiosk, integrates a retailer's private label credit promotional financing program together with a new media form of targeted advertising and promotion to consumers shopping in a retail showroom. The results are immediate and quantifiable, with a higher average ticket and an increase in promotional credit financing and sales orders. For more information, visit www.showroomtech.com.