



NEWS RELEASE

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Hamacher Announces Kiosk Technology for Healthcare Retailers

Hamacher Resource Group, Inc. announces its exclusive alliance with ReadyTouch, Inc. to offer self-service in-store kiosks at retail for shoppers seeking information regarding health, beauty and wellness products.

Milwaukee, Wisconsin, February 11, 2009 -- This week Hamacher Resource Group, Inc. (HRG) announced an exclusive alliance with in-store kiosk pioneer ReadyTouch, Inc. "With increased focus on in-store influence and the overall shopping experience, we are extremely confident and excited about this new relationship that will allow innovative health, beauty and wellness retailers to step out of the shadow of conformity and into an era of leadership," commented Dave Wendland, vice president of HRG.

ReadyTouch is a Menlo Park, California based provider of retail marketing systems designed to seamlessly bring the latest product expertise to consumers at the point of decision. The technology was first deployed to wine and spirit retailers and the unique browser-based search capabilities are also ideally suited for retail healthcare. ReadyTouch is a RealPartner with NCR. The ReadyTouch System leverages content management technology on an NCR hardware platform to enhance the consumer shopping experience, to allow product promotions, and ultimately to boost retail ROI and sales. NCR provides customers with the reassurance of dependable hardware support.

HRG is best known for its early introduction of category management solutions for retail pharmacies in 1980 and has since evolved to become one of the foremost experts in retail marketing and merchandising with an emphasis in the health, beauty and wellness marketplace. The company works across the supply chain from manufacturer to distributor to retailer. In addition, HRG offers a consumer-directed rebate program, The Caregivers Marketplace™, offering cash back rebates to consumers on a broad assortment of eligible brands.

"HRG is the ideal partner for us in retail healthcare," said Peter Bostwick, president and founder of ReadyTouch. "They have a thorough understanding of the market, enjoy an unprecedented level of respect and have a robust library of content that will enhance the consumer's experience with our technology." ReadyTouch Account Executive Gary Reich will work directly with HRG to provide sales and marketing support to promote the system. "This kiosk system will bring efficiency, excitement and cost savings to shoppers, retailers, distributors and manufacturers of health, beauty and wellness products," said Mr. Reich.

HRG will build on its heritage of developing and delivering merchandising, category management, marketing and productivity tools for independent and chain retail operations. In recent years the organization has expanded its base of support within the chain drug marketplace, online pharmacy segment and among national health and beauty care manufacturers.

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About Hamacher Resource Group, Inc.:

Hamacher Resource Group, Inc. shapes the consumer experience at retail with strategic business development expertise and market analytics that enhance the profitability of health, beauty and wellness product manufacturers, distributors, retailers, and affiliated companies. Pioneers in category management and offering solutions including data acquisition and analysis, product imaging, targeted market research, creative marketing services, retailing strategies and more, HRG is headquartered in Milwaukee.

About ReadyTouch, Inc.:

ReadyTouch, Inc. is a privately held producer of software for delivering in-store expertise to retail consumers and sales associates. The company's patent pending content management system provides marketers the tools to create and intelligently present rich, dynamic content to shoppers in the store. The system is integrated with store level POS systems for inventory, pricing and promotions.

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