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Wine & Food Expertise of COPIA Combine with ReadyTouch Kiosks

(Menlo Park, California, January 15, 2007): ReadyTouch and COPIA: The American Center for Wine, Food & the Arts, located in Napa Valley, today announced the formation of a partnership. COPIA will provide its knowledge assets in wine and food to be delivered through the ReadyTouch Kiosk to facilitate wine selection, food pairings, recipes and shopping lists for retail consumers.

COPIA is a non-profit discovery center whose mission is to explore, celebrate and share the many pleasures and benefits of wine, its relationship to food and its significance to American culture. Located in the heart of Napa Valley, COPIA is the premier Wine Country destination – offering visitors exceptional wine experiences in education, discovery and appreciation; plus outstanding food programs, organic edible gardens, fine and casual dining, exhibitions, performing/visual arts, shopping and more.

COPIA is currently featuring the ReadyTouch kiosk in its Napa facility, offering visitors easy access to its extensive repertoire of wine descriptions, classifications and tasting notes. Visitors can use the bar code scanner on the kiosk to get the information relating to a particular bottle of wine at the center or can search through a catalog of wines to review and pick favorites. The easy to use touch screen interface is a quick and efficient means to access the vast knowledge base, which can be used by retailers and by wineries to provide rich information about the wines that they sell.

ReadyTouch CEO Peter Bostwick is pleased to have one of the preeminent authorities on wine, Peter Marks MW, COPIA's Senior Director of Wine and Food, helping to create a superior shopping experience for wine aficionados. "COPIA is delighted to be able to

provide visitors with a service that enhances their experience of wine and food,” says Marks. “And it’s great that ReadyTouch is fun and easy to use.”

About ReadyTouch: ReadyTouch is a Menlo Park, California based provider of in-store networks designed to seamlessly bring the latest product expertise to consumers at the point of sale. The ReadyTouch Kiosk leverages software and content technology on an NCR hardware platform to enhance the consumer experience, to allow product promotions, and ultimately, to boost retail sales. Initial installations serve purveyors of luxury goods including wine, high-end appliances, and consumer electronics in retail stores nationally. The company extends its reach with partners including NCR, the Data Center at MIT, Mental Models, and COPIA: The American Center for Wine, Food, & the Arts.

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About COPIA: COPIA is located at 500 First Street in downtown Napa. Hours are Wednesday through Monday 10am - 5pm (closed Tuesday). General Admission is \$5.00 for adults, \$4.00 for seniors and students, and free for children 12 years and younger (accompanied by an adult). Wednesdays are half price for Napa and Sonoma residents. Memberships are available. For additional information, please call 707.259.1600, or visit the website at www.copia.org. Proceeds from ticket sales, membership and donations support COPIA’s educational programs and exhibitions.

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