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ReadyTouch Partners with NCR

(Menlo Park, Calif., January 10, 2007): ReadyTouch today announced it is partnering with NCR Corporation, a leading provider of self-service solutions, to deliver a kiosk solution to the retail sales floor. Installations are currently in place with plans for a large-scale, nationwide rollout early this year.

The ReadyTouch solution offers retail 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 EasyPoint™ kiosk hardware platform to enhance the consumer experience, allow for customized product promotions and, ultimately, boost retail sales. ReadyTouch provides the software, develops the user interface and aggregates appropriate retail content.

The NCR EasyPoint kiosk is designed as a fully-configurable, stand-alone device with a small footprint, giving retailers the flexibility to place the kiosk in the best location possible. NCR maintains service and support technicians nationally who can ensure that the ReadyTouch Kiosk is reliable and ready to serve consumers.

ReadyTouch CEO Peter Bostwick noted that “Our customers are pleased to see our choice of the NCR hardware platform. NCR has a well-deserved reputation for performance and reliability that ensures our network will be available to shoppers when they most need it.” Bostwick also noted that “Importantly, NCR allows us to more easily integrate with the many stores that already have NCR POS systems.”

About ReadyTouch

ReadyTouch is a Menlo Park, Calif.-based provider of retail 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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