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Davis Food Co-op Features ReadyTouch Kiosk

(Menlo Park, California, May 4, 2007): Davis Food Co-op, located in Davis, California in proximity to the University of California at Davis, is offering its patrons ready access to its extensive inventory of wine knowledge through the self service ReadyTouch™ Kiosk. The Davis Food Co-op is a member owned, full-line supermarket that focuses on healthy foods.

The ReadyTouch Kiosk is installed to benefit members with wine selection by providing wine notes, descriptions, and pricing. The touch screen interface and bar code scanner on the Kiosk allow members to easily navigate and retrieve information on wines.

ReadyTouch CEO Peter Bostwick noted that the Davis Food Co-op is located near the center of agricultural learning in the state of California. “The Davis Food Co-op members are highly educated consumers who value being able to make informed decisions about the foods and wines they enjoy.”

Seth Larsen of the Davis Food Co-op added that “The kiosk is an integral part of our new thrust to inform our shoppers about their choices. We’re coordinating more informative shelf signage with the information available in the kiosk and have been very pleased with the results. As competition in our area increases, communicating with our customer is crucial.”

About the Company: ReadyTouch is a Menlo Park, California based provider of retail kiosks 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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