

FOR IMMEDIATE RELEASE



ZoomSystems announces the latest release of its innovative software platform

Release 5.8 includes new and enhanced features for ZoomSystems' automated retail network

SAN FRANCISCO, January 3, 2011 – ZoomSystems, the global leader of automated retail solutions announces the release of ZoomShop software version 5.8, with new functionality and enhancements for its automated retail network.

ZoomSystems' innovative software platform enables a variety of functions across its network of over 1,000 ZoomShops.

Key features include:

- New Merchant API data integration services that support transaction log data, inventory movement data and base pricing changes via XML
- Full support for up-selling, cross-selling and out-of-stock recommendations
- Performance improvement to the ZoomShop user interface system
- Support for VAT/GST tax schemes
- European payment certification
- Multi-lingual support for the ZoomShop user interface
- ZoomShop technician screen menu support in German and Italian

“We are thrilled to be the first Automated Retail company to offer a full suite of web service integrations that allow our customers to maintain their ZoomShop network using their own existing pricing and supply chain systems.” says Chris Hallenbeck, CTO of ZoomSystems. “This release is also a major milestone, as it proves the ability to extend our services beyond the United States and Japan.”

The new features are now available to the entire ZoomShop network across the U.S., Japan and Europe.

About ZoomSystems

Founded in 2002, San Francisco-based ZoomSystems enables brands to place their products directly in the path of consumers with a convenient, reliable and innovative shopping experience. ZoomShops offer the convenience of online shopping with the immediate gratification of traditional retail. ZoomSystems partners with leading brands and retailers to offer a centralized network of automated retail stores in high-traffic, high-demand locations such as airports, shopping centers, military bases, and retail stores. You can follow the company at www.facebook.com/zoomshops. For more detailed information about ZoomShops visit www.zoomsystems.com.

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