

ZOOMSYSTEMS RECOGNIZED FOR EXCELLENCE ACROSS MULTIPLE CHANNELS

Creator of automated retail receives awards from Airport Revenue News and the Retail Advertising and Marketing Association

SAN FRANCISCO, March 24, 2009 – [ZoomSystems](#), the technology leader that created automated retail, has been recognized with awards in both the airport and retail industries. It received an Airport Revenue News (ARN) Best Airports & Concessionaire Award at ARN's annual Airport Revenue Conference & Exhibition. The nominating and judging processes for the 2009 awards included all interested airport industry participants. ZoomSystems was named the Best Specialty Retail Brand Operator in the Small Retailer Division. This is the second time ZoomSystems has been honored by ARN. In 2007, ZoomSystems was named ARN's Best New Specialty Retail Concept in the Small Retailer Division.

"Being recognized by our peers in the airport industry is a wonderful compliment and testament to the strength of the ZoomSystems' business," said [Jen Millard](#), EVP of channel sales for ZoomSystems, "Last year was an important year of expansion for the [ZoomShop](#) network and we were able to work with many new brands and location partners. We now have over 80 ZoomShops across 18 US airports. This award is important to our continued momentum in the airport channel in 2009."

ZoomSystems was also honored with a Bronze RACie Award in the Retail Innovation category for its graphic user interface on Macy's e-Spot ZoomShops. The RACie Awards honor the very best campaigns in the retail industry and are distributed by the Retail Advertising and Marketing Association (RAMA). RAMA is a division of the National Retail Federation, the world's largest retail trade association.

[Laura Lum](#), ZoomSystems' SVP of brands and marketing, said, "We are always striving to improve the ZoomShop consumer experience. Our user interface and technology allow us to combine the ease of online shopping with the convenience of immediate product delivery. We have 396 Macy's e-Spot ZoomShops across the country, each one relying on our touchscreen technology to offer our fully automated self-service retail solution."

ZoomSystems has established a network of automated retail stores, called [ZoomShops](#), that automates all the capabilities of a retail channel, allowing brand and location partners to differentiate themselves with an enhanced consumer experience. All ZoomShops are centrally networked and monitored and provide brands the most efficient way to grow their revenue and profits, resulting in the highest sales-per-square-foot average in the retail environment.

ZoomSystems partners with leading brands including Apple iPod, Sony, Proactiv Solution, Best Buy, Macy's and Rosetta Stone to place ZoomShops in high-traffic locations such as airports, shopping centers, and retail. There are currently over 790 ZoomShops throughout the United States and Japan.

For more information about ZoomShops, including locations, visit www.zoomsystems.com.

About ZoomSystems

Founded in 2002, San Francisco-based [ZoomSystems](http://www.zoomsystems.com) enables brands to place their products directly in the path of consumers in an intensely interactive manner, removed from the competitive clutter of traditional retail. [ZoomShops](#) offer the immediate gratification of instant product delivery and are the first automated retail concept offering such a wide variety of high-end brands. ZoomSystems partners with leading brands to implement networks of automated retail stores in high-traffic locations such as airports, shopping centers, supermarkets, and retail. ZoomSystems' investors include Goldman, Sachs & Co., Sierra Ventures, NeoCarta Ventures and Motorola Ventures.

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