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Have you met FRAN?

Barcoding inc. Introduces the Fitting Room Assistant Network at NRF

Baltimore, MD, January 11, 2008 - Barcoding Inc. will be introducing FRAN to the world during the National Retail Federation show at the Jacob Javit's Center in New York City next week. FRAN, or the Fitting Room Assistant Network, is a solution created by Barcoding Inc. that enables retail workers to better assist customer's requests while they are trying on clothes.

A touch screen kiosk is placed in each fitting room within a retail store. From this kiosk customers scan the barcodes on the items they are trying on and then request different sizes and colors of while a salesperson can remotely suggest matching items or accessories. In addition, promotional videos can also be displayed offering insight from the designer, as well as upcoming company sales or events.

Salespeople are equipped with ruggedized PDA's capable of assigning a fitting room to individual shoppers. Upon assigning a fitting room to a customer, the sales associate will scan the SKU's of items being tried on to register them with that customer. Once inside the fitting room, the shopper can access the touch screen kiosk complete with pictures of the clothes they are trying on. The individual can maintain a dialog with the salesperson. If they need a different size, color, or any accessories, they simply make a request via the touch screen. The salesperson is alerted on the PDA, and the request can be filled.

"The application that we are launching really gives retail owners new insight into merchandise that is being tried on and more importantly merchandise that is being tried on and not purchased," said company CEO Jay Steinmetz. "Too many times stores only know what is being tried on and not purchased by looking at items left in the dressing room. This gives our customers direct reporting of the items that are not being purchased and can alert them to flaws in the fabric, design, or price of their clothes."

During the customer's time in the fitting room, the salesperson can also play videos from the designer, company, or suggest items that complement what the customer is currently trying on. Since clothing being tried on is scanned and registered to that customer, fitting room theft will

decrease dramatically. Salespersons can identify apparel that is being tried on, but not purchased, and seek out a solution before resulting in markdowns. Store managers can identify salespersons that are slow responders and those who are great upsellers.

About Barcoding Inc.

Barcoding Inc., the nationally recognized leader in automated data collection, helps businesses and government agencies streamline their operations to optimize supply chain productivity. Barcoding Inc. specializes in offering complete data collection solutions for route accounting, warehouse management, and inventory control. Committed to providing complete solutions, Barcoding's in-house staff, with years of combined experience, performs 100% of the work. Based in Baltimore, Maryland, Barcoding Inc. has sixteen regional offices throughout The United States.

Please visit www.barcoding.com for additional information or contact Jon Stroz at 1.888.860.7226 x121

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