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For Immediate Release

Meal Solutions

**ShoptoCook Builds Loyalty
 One Customer at a Time**

In-store meal solutions rely on depth and variety of content

NEW YORK, January 14, 2008 – It's 4 p.m. What's for dinner tonight?

Answering that question nowadays is easier than ever thanks to a variety of in-store meal solutions powered by ShoptoCook and designed to engage shoppers, encourage store loyalty, and spur incremental sales.

ShoptoCook, together with METTLER TOLEDO, has developed the METTLER TOLEDO Meal Planner, a scale-based, integrated solution that helps shoppers conveniently get fresh and interesting meal ideas. The solution is the next step in a growing suite of value-added, scale-based solutions that run seamlessly on the METTLER TOLEDO open-scale platform. ShoptoCook has extensive success delivering recipes to customers via in-store kiosks.

Service counter and self-service versions of the new METTLER TOLEDO Meal Planner solution will be on display in Booth # 2644 January 14 and 15, 2008 at the 2008 National Retail Federation (NRF) Show here.

The scale-based turn-key solution provides instant access to thousands of meal solutions for nearly every cut of meat, seafood and produce item offered in a typical grocery store. Each professionally-written and tested recipe contains a mouth-watering color photo, "serve-with" suggestions, ingredient lists, and preparation instructions.

After browsing and selecting a recipe, free recipe printouts are provided to shoppers. For them, the benefits are clear. In addition, food retailers can appreciate the opportunity to develop a closer relationship with their shoppers.

“The retailer has the chance to engage shoppers and provide solutions to their immediate challenge – ‘What’s for dinner?’ Over time, the retailer can earn their loyalty through these solutions,” said Frank Beurskens, CEO of ShoptoCook about the interactive solutions offered by the Buffalo, N.Y.-based firm.

Consumer surveys indicate that nearly half (46%) of shoppers say their top meal challenge is figuring out what to cook¹, and nearly six of ten (58%) shop without a list². Rather than flip through stacks of recipe cards in the store, the Meal Planner provides help with easy-to-access meal planning in a quick and efficient manner.

“As well as the customer service benefit to retailers, Meal Planner also directs shoppers to center store to purchase ingredients found in the recipes,” said Beurskens.

“It’s all about loyalty,” he summed up. “It’s building loyalty through solutions, one customer at a time.”

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About ShoptoCook:

ShoptoCook, Inc is a leading developer of Interactive Digital Customer Service Solutions for supermarkets. STC’s Answers™ software include Item Locator, Price Check, Meal Planning, Wine Pairing, and Health & Wellness modules, delivered via an intuitive, user friendly interface giving customers answers while they shop. ShoptoCook’s solutions provide shoppers with the answers to their most common questions in-store: Where is it? How do I use it? And how much is it? Solutions support store associates with consistent, accurate, product information available all hours of operation, realizing labor savings and capturing missed sales opportunities. For more information visit www.shoptocook.com.

About METTLER TOLEDO:

METTLER TOLEDO is a leading global supplier of precision instruments and is the world’s largest manufacturer and marketer of weighing instruments for use in laboratory, industrial, and food retailing applications. METTLER TOLEDO provides fresh solutions for retail that help customers sell more product and optimize their operational performance in the fresh departments of the store. For more information visit www.mt.com/retail.

¹USA Weekend/allrecipes.com, 2005; ²Supermarket Guru, 2005