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For Immediate Release

**SHOPTO Cook ENHANCES *RECIPE-FOR-SALES PLATFORM*sm
 WITH INTERFACE TO DIGITAL SCREEN FOR VIDEO CLIPS**

The new technology enables plasma screens near the GoCook Centersm meal-planning kiosk to show related advertising and instructional video clips that correspond to recipes selected by shoppers

SAN DIEGO, Calif., Jan. 30, 2006 – ShoptoCook, Inc. has announced that its unique Recipe-for-Sales Platformsm can now be enhanced with an interface to adjacent digital signage that can show video clips corresponding to products featured on the kiosk’s touch-screen.

“We offer branded manufacturers a media channel that places their message where most meal planning takes place – in the perishable aisle,” said Frank Beurskens, CEO of ShoptoCook, Inc., Buffalo, N.Y. “We use kiosks as a vehicle to promote branded ingredients in the context of a meal solution for a shopper.”

Beurskens spoke here today at the Food Marketing Institute’s annual MARKETECHNICS convention and trade show. The digital signage interface will be displayed at Booth 852 where he invited retailers and press to stop by for a demonstration.

ShoptoCook’s GoCook Centersm uses a touch-screen kiosk located along the perishable perimeter in the supermarket’s meat, seafood, produce, wine and cheese departments where meal-planning takes place. The kiosk provides printed recipes and accompaniment ideas.

Linking the GoCook Centersm to a digital screen is designed to enhance the information provided on the kiosk about branded products featured in a recipe, or about a certain wine

and cheese. For example, after the shopper has either scanned a specific bottle of wine or inquires about wine by variety, a static image or video clip can be triggered on the plasma screen located near by.

“ShoptoCook continues to develop new media-based applications for the perishable perimeter, with the goal of engaging the consumer in the shopping experience,” said Beurskens. “We understand the world of the shopper and we understand the world of technology.”

ShoptoCook is installed in over 200 AholdUSA divisions of Tops, Giant and Martin stores located throughout New York and Pennsylvania. The company also provides the in-store interactive solutions technology in all Bloom stores operated by Food Lion/Delhaize Group.

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About ShoptoCook:

ShoptoCook Inc. offers digital solutions to reduce the daily stress of meal planning by providing an unlimited variety of fast, fun and fulfilling meal ideas while the shopper is in the store. ShoptoCook’s GoCook Centersm touch-screen kiosks are located along the perishable perimeter where meal planning takes place. With a simple touch of the screen or item scan, shoppers can view and print recipes for a specific product or need on the spot. For more information, contact Frank Beurskens at (716) 362-3168 and frank@shoptocook.com or Dick Engl at (716) 362-3168 and dengl@shoptocook.com. Also, visit www.shoptocook.com.