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**For Immediate Release**

**SHOPTO Cook ENHANCES *RECIPE-FOR-SALES PLATFORM*<sup>™</sup>  
WITH INTERFACE TO THIRD-PARTY APPLICATIONS**

*The new technology enables the GoCook<sup>™</sup> meal-planning kiosk to seamlessly integrate third-party applications to create a common look for the customer*

CHICAGO, May 7, 2006 – ShoptoCook, Inc. has announced that its unique Recipe-for-Sales Platform<sup>™</sup> is now enhanced with an interface capable of seamlessly integrating third party-applications to create a common look and feel for the customer.

The new multi-application interface includes ShoptoCook’s best-of-breed recipe center applications for meat & seafood, fruits and vegetables, wine and cheese, and health and wellness. The interface means retailers can include access to other popular applications on a single, secure technology platform which can include a price checker, aisle locator, deli ordering, loyalty card data access and more.

“We developed the unique platform to overcome problems resulting from the inability of disparate applications and middleware vendors to cooperate with one another,” said Frank Beurskens, CEO of ShoptoCook, Inc., Buffalo, N.Y. “The open source design offers the flexibility and security retailers are looking for when offering technology services to customers.”

Beurskens spoke here today at the Food Marketing Institute’s annual convention and trade show. The Recipe-for-Sales Platform<sup>™</sup> and new interface will be displayed at NCR’s Booth 4840 where he invited retailers and press to stop by for a demonstration.

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

ShoptoCook’s GoCook Center™ 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.

The GoCook Center™ can also be linked to a digital screen that 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 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](mailto:frank@shoptocook.com) or Dick Engl at (716) 362-3168 and [dengl@shoptocook.com](mailto:dengl@shoptocook.com). Also, visit [www.shoptocook.com](http://www.shoptocook.com).

