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For Immediate Release

**SHOPTO Cook PROMOTES MEAL-PLANNING KIOSK
 AS TRAINING TOOL USING INSTRUCTIONAL VIDEOS**

*The GoCook™ meal-planning kiosk can show instructional video clips that
 retailers can use to train personnel working in perishable departments*

BUFFALO, N.Y., April 24, 2006 – ShoptoCook, Inc. is promoting its touch-screen meal-planning kiosk as a training tool to enable supermarket retailers to train store personnel in the proper handling, preparation, and presentation of meat, seafood, and produce.

“In addition to being a vehicle that provides meal solutions for shoppers, the kiosk provides an added value as a training tool,” said Frank Beurskens, CEO of ShoptoCook. “We offer retailers a simple and efficient way to train their employees who work in the perishable departments.”

A training video on the kiosk was exhibited at the recent meat conference co-sponsored by the Food Marketing Institute (FMI) and the American Meat Institute (AMI) Foundation. The video, provided by the National Cattleman’s Beef Association (NCBA), was designed for butchers and focused on new cuts of meat.

“The videos are available to retailers, and that’s part of the function of the NCBA,” said Beurskens. “But they are not always readily available for butchers to use because they need access to a VCR. And, obviously, they are not intended for viewing by shoppers.”

But shoppers do have access to the ShoptoCook GoCook Center™ that uses a touch-screen kiosk and is 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 link to a digital media display screen 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 commercial 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 for 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 or Dick Engl at (716) 362-3168 and dengl@shoptocook.com. Also, visit www.shoptocook.com.

