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FOR IMMEDIATE RELEASE

Hitcents and Pan-Oston Install First Utopia Self-Scan Checkout Lane

MORGANTOWN, Ky. – Jan. 23, 2007- Hitcents and Pan-Oston today announced the official grand opening of Utopia Self-Scan for public use at IGA store 36 in Morgantown, Kentucky. After many hours from the dedicated Hitcents and Pan-Oston staff this dream has become reality.

Utopia was patented as the first convertible checkout unit, allowing a traditional cashier lane to be converted into a self-checkout unit and vice versa in minutes. Utopia can be connected to existing checkout lanes in a store, without impact to store layout.

Utopia utilizes biometric authentication for store attendant access and customer loyalty programs. Instead of scanning cards for loyalty programs, common at most stores, a user can insert a thumb into the Utopia console that electronically reads the thumbprint. Customer service is also enhanced with unique Mobile Attendant Stations which allow self-checkout attendants to approve purchases or reset errors with a mobile handheld device.

President Chris Mills says “I feel that today was the start of a long and prosperous future of a very successful Self-Scan solution. Hitcents started this process with Pan-Oston in early May and we have accomplished a daunting task in such a short time frame. I can’t wait to see what the years to come will bring.”

The lanes were open between 7:00 a.m. and 6:00 p.m. today. In 11 hours 253 transactions were successfully completed - over 250 people used the system today. The store completed 469 transactions; therefore, 53% of transactions completed in the store were completed on the Self-Scan units instead of regular check-out methods. The Utopia Self-Scan units recorded \$4,116.29 in sales during this time.

Pan-Oston brings many years of experience in retail cabinetry and store front-end design, and currently manufactures checkout lanes for Wal-Mart, Target, Michaels, and many others. Hitcents designs and produces the software for Utopia Self-Scan, offering a unique, user-friendly interface to raise the self-checkout process to a whole new level.

About Hitcents



Founded in 1999 by twin brothers Chris and Clinton Mills, Hitcents is headquartered in Bowling Green, Kentucky where they provide custom technology and software solutions. Hitcents specializes in custom website development, EyeOn Automation, Omniprise ERP software, and Utopia self-service checkout software for clients nationwide. For more information, visit www.hitcents.com.

About Pan-Oston

Pan-Oston relocated its headquarters and US operations to Bowling Green, Ky. in 2005 and has been recognized as a leading fixture manufacturer in North America for more than 28 years. In addition to North America, the company boasts sales to Asia, South America, the Caribbean, New Zealand, Australia, and Europe. For more information, visit www.panoston.com.





Hitcents and Pan-Oston technicians had five hours on location to set up the first Utopia Self-Scan checkout lane.



The first Utopia self-checkout guest completes her transaction.