

FOR IMMEDIATE RELEASE

Supermarket Guru inks spokesperson deal with Pan-Oston.

5/30/08 - Bowling Green, KY – Pan-Oston announced today that Phil Lempert, better known as The Supermarket Guru®, has agreed to be the national spokesperson for the **Utopia™ self-checkout solution** and other Pan-Oston retail checkout and store fixture products.

"I do not normally endorse products or services and those I do need to meet extremely high standards," said Lempert. "Pan-Oston's **Utopia™** self-checkout solution is the most customer friendly and store operations friendly self-checkout system available on the market today and the only solution for the independent grocery trade."

"Phil's in-depth knowledge of the grocery and retail business and specifically how consumer trends impact store operations and profitability are qualities that will help generate valuable awareness for our industry leading American made products and specifically our **Utopia™** self-checkout solution, a product that is quantum steps ahead of other systems currently available," said Jim Vance, President of Pan-Oston.

The **Utopia™** self-checkout solution is the only Microsoft or Linux based self-service checkout solution that is simple to install, manage and update, is scalable, integrates with any POS software, is PCI compliant, incorporates soft programming, delayed mediation, VPN access, biometric security as well as a Banknote Recycler, and can be up and running in days instead of the months required for other self-service checkout systems. **Utopia™** was developed to give all supermarkets, irrespective of size, the opportunity to offer their customers the enhanced shopping experience and the increased operating margins provided by self-checkout technology. More information on **Utopia™** is available at www.utopiasco.com.

Pan-Oston, a majority owned subsidiary of Houchens Industries, the largest employee owned ("ESOP") company in the United States, has been designing and manufacturing retail checkout products as well as a broad range of retail fixtures and fittings for over 35 years. www.panoston.com

Phil Lempert, The Supermarket Guru®, is a nationally recognized television & radio news reporter, newspaper columnist, author, consumerologist and food marketing expert. www.supermarketguru.com

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