

FOR IMMEDIATE RELEASE
StoreXpo Show NYC
Epson Booth #720

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**GOODTIMES SKATE SHOP INSTALLS DYNAMIC DIGITAL STOREFRONT
FROM EPSON AND PRODISPLAY USA**
Extreme Video Attracts Customers, Provides Sales Lift and Boosts Image



New York, NY, December 6, 2006 – Today at the StoreXpo show, Epson, a leading supplier of value-added Point of Sale (POS) solutions, and ProDisplay USA, the providers of top-quality projection materials, announced a digital marketing installation at Goodtimes Skate Shop, a 20-year-old skate shop with a prime location along Pacific Coast Highway in Southern California. The newly installed four-by-five foot digital display illuminates the storefront with extreme skate boarding video, attracting attention and creating sales lift while increasing the store’s brand recognition and improving the overall shopping experience.

“The skate boarding industry is very visual, and our target audience is increasingly more tech-savvy” said Brad Block, Owner of Goodtimes Skate Shop. “As a 20-year-old shop we have a loyal customer base, but it’s crucial that we continue to attract the younger generation. The digital storefront gives us an edge. This holiday season, we are hoping to realize added sales lift thanks to our face lift.”

Located along Pacific Coast Highway and right off the freeway in Southern California, Goodtimes Skate Shop was looking for a way to capitalize on its prime location by adding dynamic digital signage to the storefront window. “We are in a prime location to make a bold statement,” commented Block. “Now the window glows like a fishing lure, and we’re casting out our net to draw customers in. It works – crowds have been gathering outside the store, more customers are coming in, and cars are even slowing down to check it out. We’re very enthusiastic about maximizing our location with a visual punch.”

“Working with partners like ProDisplay, Epson’s digital marketing solutions can be customized to deliver dynamic digital signage to a variety of retailers,” said Bud Weist, vice president of Epson sales and marketing, System Device Group. “Goodtimes Skate Shop is an ideal example of how smaller

retailers can utilize digital marketing technologies to reinvent and differentiate themselves to compete more effectively.”

ProDisplay projection materials combine high gain (amplifying light) with high contrast to improve image quality. “We offer the brightest, largest format projection materials available to date,” said Angelo Skiparnias, CEO of ProDisplay USA. “Whether a retailer wants to do rear, front, dual or interactive projection, this technology can make a huge difference in driving in-store traffic, where most purchase decisions are made.”

About Goodtimes Skate Shop

For more than 20 years, Goodtimes Skate Shop has been committed to providing complete customer satisfaction. Goodtimes offers a wide variety of products, from old school boards to the latest pro models, as well as huge selections of footwear, apparel and accessories for men, women and children from the most sought after companies in the action sports industry. The company’s objective is to exceed expectations, providing the highest quality and best selection of merchandise. Located in Capistrano Beach along Pacific Coast Highway in Southern California, Goodtimes is a 100% skate shop, run by skateboarders, for skateboarders. For more information, please call 949-493-2223.

About ProDisplay USA

Based in San Clemente, California, ProDisplay USA is the North American distributor of ProDisplay Products, which include High Gain Cast Acrylic projection screens for front, rear and dual-sided viewing. ProDisplay serves the commercial, digital signage and home cinema market place, providing solutions for the most demanding ambient light environments with superior image quality. For more information, please visit www.prodisplayusa.com

About Epson

Epson offers an extensive array of POS printers, transaction terminals, and network projectors for the retail, hospitality, supermarket and banking markets. Founded in 1975, Epson America is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America, Inc. is headquartered in Long Beach, California. For more information, please visit www.pos.epson.com/digital.

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