

Shopping For Wine? Information and Greeting Card Kiosk Enhances the Experience

TORONTO, Sept. 10 /CNW/ - Curiosk Marketing Solutions Inc. (Curiosk) has released their new in-store, touch-screen wine information kiosk. Launched recently at the Wine Rack located at 77 Wellesley St. E in downtown Toronto, the innovative kiosk displays product information on screen after a simple scan of a wine bottle's bar code. The patent-pending system then allows customers to create a personalized greeting card designed to fit over the neck of the bottle. Swipe a credit card at the kiosk and for \$2.95 the personal greeting along with selected wine information prints on a gift card right there and in seconds. Fold the card, slip it over the neck of the bottle and the purchaser is ready to go.

"Since customers pay a nominal amount for the card, retailers can put in the Curiosk system with very little risk or cost" said David Weinberg, President and Founder of Curiosk. "With this low cost of entry, we hope to rapidly penetrate the North American wine retail market. By using our kiosks, customers will learn about their wine selection - such as tasting notes, food pairing notes, and cellaring information - and be able to take the information home to share with others. Greetings such as Happy Birthday, Thanks For Dinner, I Love You, or I'm Sorry... can be selected, and then customers may add a unique message. It's as easy as Scan, Personalize, and Print."

"Curiosk was created with the mission of bringing a value-added solution to North American wine retailers" said Weinberg. "Our concept is innovative and informative, creative and convenient - four attributes brought together to let customers make a better and more convenient purchase. I am confident that customers, retailers, and wineries will enjoy the Curiosk experience."

The Curiosk kiosk is now available for use at Wine Rack (77 Wellesley St. E., Toronto) and will be available at other leading retailers in Canada and the United States by the end of 2007.

For additional information on Curiosk please visit www.curiosk.com.



125 NORFINCH DRIVE, SUITE 225. TORONTO ONTARIO M3N 1W8
T. 416.663.9463 E. david@curiosk.com W. www.curiosk.com



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IBM Canada Ltd.
3600 Steeles Avenue East
Markham, Ontario, Canada L3R 9Z7

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