

RITRON, INC.

P.O. Box 1998, 505 W. Carmel Dr., Carmel, IN 46032

Ph: (317) 846-1201, Fx: (317) 846-4978, Email: ritron@ritron.com

PRESS RELEASE

For Immediate Release

Contact: Jack Pelzman

Quick Talk™ Wireless Shopper Callbox

Carmel, IN – Ritron, Inc. recently introduced a revolutionary new wireless communications product ideal for use in all retail segments. The Quick Talk Wireless Shopper Callbox will enhance customer service, improve store operations and the productivity of sales associates, and increase store sales.

Quick Talk™ is an Automatic Voice Alerting Wireless Radio Transmitter with digital voice storage capability. It is weather resistant; battery powered and will operate for approximately one (1) year (or 12,000 transmissions) on six (6) AA alkaline batteries. It is easy to program and there is no need for external power, special wiring, expensive remodeling, or dedicated telephone lines -- it installs anywhere in literally minutes.

Applications include shopping malls, department stores, retail stores, home centers/hardware stores, lawn & garden centers, retail nurseries, supermarkets, drug stores, parking lots and structures.

When the button on the Quick Talk™ is pushed the radio automatically transmits a custom voice message to all radio carrying personnel in the system. This stored voice "alert" directly and discretely signals store personnel that customer assistance is needed in a specific area of the store. This capability gives customers prompt personal service when and where it's needed and allows store personnel to be more productive. The Quick Talk Callbox practically eliminates the need for annoying and disruptive store wide public address paging – which makes for a more pleasant shopping experience for the customer.

The Quick Talk Shopper Callbox is compatible with virtually any new or existing VHF or UHF frequency 2-way radio system - as well as the popular color dot and star jobsite radio frequencies. A variety of operating features are programmable without the need of special software, or even a computer.

Call **800-USA-1-USA** or visit our web site (www.ritron.com) and let us show you how the Quick Talk™ Callbox lets your personnel be everywhere...at once!

Ritron Inc. manufactures a complete line of wireless radio communications products and accessories for worldwide distribution. All Ritron products are proudly designed, made, and serviced in the USA.

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