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Quest features in "Venues Today"

The following is an extract from an article that was recently featured in the Venues Today publication:

VENUES today

"The news behind the headlines"

Also in the technology experiment realm is Australia-based Quest Retail Technology, which brings speedy credit card processing capabilities to concession stands. "We have installed our point-of-sale system in eight major league venues this year, including Wrigley Field, Yankee Stadium, Arrowhead Stadium, Charlotte Bobcats Arena and Qualcomm Stadium, plus some convention centers, minor league venues, fairgrounds and theme parks," said Tim Stollznow, general manager for Quest.

According to Jon Muscalo, vice president of facilities design for Centerplate, based in Spartanburg, S.C., this system can process credit cards in less than two seconds. "It is a great revenue enhancement, since credit card sales generate more revenue," he said. In fact, Centerplate's 21 venues that have installed this technology, including Monster Park in San Francisco and American Bank Center in Corpus Christi, Texas, have reported between a 3 percent and 10 percent revenue increase. In addition, after the Quest system was incorporated, automated teller machine lines were virtually eliminated.

"It also provides a very professional presentation with customers due to its nice point of sale terminal and integral card swipe," said Muscalo.

Another feature is Quest's system allows venues to accept fan and loyalty cards. The

system also offers a radio frequency ID reader. "This is where the card is waved over a reader to acknowledge the sale or record other information that is electronically stored on the card," explained Muscalo.

It can also, theoretically, be used to track data. "We are working on incorporating an alcohol control system, where patrons swipe their drivers' licenses through a reader so we can track their alcohol purchases. Terminals would then only allow a certain amount of alcoholic beverages to be sold at one time to a patron," said Muscalo. This technology is currently being field-tested and is expected to be rolled out to more venues in the near future.

Quest's system can be modified for employee time and attendance management also. "We will be able to track employees when they arrive for work, take breaks and leave for the day," said Muscalo.

Quest's system has replaced point of sale technology at some facilities, said Muscalo. "It has improved turnaround time and made our operations more efficient. We can better compile information at the end of the event with Quest's fully automated reporting system. This assists us in restocking and purchasing. It is a total back of the house inventory control system," he said.

And, said Muscalo, this technology is simple to implement. "The entire network can be done with simple copper wiring. We can cable up to 5,000 feet, which makes it simple and affordable to install"

Quest Retail Technology is the largest developer and manufacturer of Point of Sale Systems in Australia and has over 35,000 POS terminals installed in 20 Countries Worldwide in a diverse range of applications including, Bars, Clubs, Restaurants, Fast Food, Stadiums, Arenas, Racecourses, Theme Parks, Cinemas and Franchises.

Centerplate, Inc., formerly Volume Services America Holdings, Inc., is a leading provider of catering, concessions, merchandise and facilities management services for sports facilities, convention centers and other entertainment venues in North America, including Yankee Stadium, FedEx Field and SBC Park. Visit the company online at www.centerplate.com.