

## **Zip Express Installation Partners With Shopko: Fully Comprehensive Line of Consumer Electronic Installation, Furniture Assembly and Store-to-Door Delivery Services**

*Zip Express provides select Shopko stores with full line of services including CE installation, electronics recycling, PC services, video game set-up, furniture assembly and in-home delivery for TV, kitchen, deck and patio, bedroom and baby furniture.*

For Immediate Release

MINNEAPOLIS/EWORLDWIRE/Nov. 10, 2009 --- Zip Express Installation, the leading next-day installation service for consumer electronics retailers and consumers, announces its partnership with regional retailer, Shopko (<http://www.shopko.com>), to provide select Shopko locations with Zip's full line of professional installation, delivery and assembly services. Zip Express Installation conveniently provides customers with value-added, cost conscious installation services such as TV installation, home theater installation, computer networking, setup, diagnosis and repair, electronics recycling, furniture assembly and in home delivery.

"By partnering and offering our services, retailers stand to increase customer retention, extend their positive brand value beyond the store walls, and gain incremental revenue at check out - all the while, stemming unnecessary consumer returns and exchanges from today's technology learning curve," said Chris Mauzy, president and CEO of Zip Express Installation. "Zip Express will now manage these services for select Shopko locations, eliminating the costly overhead and underutilization of labor typically associated with this type of infrastructure, and, most importantly, allow them to compete with the current and massive trend of service-oriented retail that you see retailers running toward in every Sunday circular."

Historically, the inability to properly set up today's technology products is a frequent reason for customer returns. Zip Express offers a "White Glove" professional installation for customers, along with consultation and training, resulting in decreased return rates and a very positive customer experience. Zip Express also provides attractive margins for retailers by offering additional sales revenue incremental to the product at checkout as prices for major electronic products continue to erode.

"Through our partnership with Zip Express, we can now offer our customers a professional store to door delivery and installation solution, high-quality PC services and in-home consultation when consumers purchase Zip Express Services at select Shopko locations," said Mark Simon, Shopko senior buyer. "We're always looking to add value and convenience to our customer experience. Zip Express offers that comprehensive solution for our customer."

Installation appointments can be scheduled immediately after the selected service is purchased from Shopko. Customers can call the toll-free number or visit ZipInstallation.com (<http://www.zipinstallation.com>) to schedule the installation for the specific day and hour that is most convenient for them.

Zip Express Installation services can also be purchased separately online at ZipInstallation.com (<http://www.zipinstallation.com>). Installation services start at \$99.99. All installation work done by Zip Installation's more than 16,000 CE-certified installers also comes with a two-year warranty.

### **About Zip Express Installation**

Headquartered in Minneapolis, Minn., Zip Express Installation provides fast and flexible home installations for technology enjoyment. Zip Express Installation leverages more than 16,000 professional, CE certified installers for television and home theater installations and computer solutions. For retailers, Zip Express uniquely provides and manages an in-house install infrastructure that decreases return rates and enhances margins. Consumers can take advantage of Zip Express in-store or online with participating retailers, or online at ZipInstallation.com (<http://www.zipinstallation.com>).

### **About Shopko**

Shopko Stores Operating Co. LLC is an affiliate of Sun Capital Partners Inc., a leading private investment firm focused on leverage buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Shopko is a \$2 billion retailer of quality goods and services headquartered in Green Bay, Wis., with stores located in 13 states throughout the Midwest, Mountain and Pacific Northwest regions. Retail formats include 136 Shopko stores, providing quality name-brand

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merchandise, great values, pharmacy and optical services in small to mid-sized cities and 5 Shopko Express Rx stores, a convenient neighborhood drugstore concept. For more information, visit Shopko.com ('<http://www.shopko.com>').

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