

Press Release

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LOU MALNATI'S CHOOSES INTOUCHPOS FOR ITS 27 LOCATIONS

November 7, 2007, Walnut Creek, CA ---- Lou Malnati's Pizzerias have chosen InTouchPOS® by ASSAL Corporation as their Point of Sale System.

Considered the oldest family name in Chicago pizza, the first Lou Malnati's opened its doors on March 17, 1971. Twenty-seven locations later, Lou Malnati's is thought to be one of the best deep dish pizzas in Chicago.

Lou Malnati's has also chosen InTouchOffice®, ASSAL's Corporate Enterprise System that will allow them to automatically download and consolidate all of the data that their restaurants collect on a daily/weekly/monthly/quarterly and/or yearly basis which will enable them to create comparison reports. InTouchOffice® also will allow Lou Malnati's to remotely manage their restaurants from their corporate location, which "significantly increased our efficiency", says Kathy Sullivan, Regional Director. "This has saved us time and money, because collecting sales information from each store manually can be frustrating, and costly. Having this information available at the touch of a button is very convenient."

ASSAL has converted all of the Lou Malnati's locations to InTouchPOS® and is looking forward to many more successful locations to open. Dean Kashefi, Director of Sales at ASSAL says that, "working with Kathy Sullivan, and all of the wonderful people at Lou Malnati's has been a great experience. It is a great feeling knowing that our products help them run their business more efficiently and help to increase their profitability."

ASSAL Corporation is one of the leading providers of Point of Sale Systems for the Restaurant and Hospitality industry. Since 1988 ASSAL has been providing a complete solution, including Software, Hardware, System Setup and Configuration, Installation, On site Training, and 24/7/365 Hardware and Software Support Services. Their products and services are uniquely flexible and can be customized to meet the specific needs of any restaurant.

InTouchPOS® is a turn-key Point-of-Sale system with Windows 2003® Server Technology. Providing restaurants with single to multi-station systems, InTouchPOS® is capable of supporting unlimited users.