



PRESS RELEASE

Brink Software Selected by Mr. Pickles in 43 location rollout

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San Diego, CA

Mr. Pickles Inc., California's premier sandwich chain recently awarded Brink Software the contract to supply all franchisees with a state of the art Cloud POS system. The plan is to have all locations installed by the end of 2011. Brink is providing POS, Enterprise reporting, online ordering and an extensive loyalty/rewards program.

"We are extremely pleased with the benefits we have seen as a result of using the Brink POS system," said Michele Fagundes, President of Mr. Pickles. "Our concept has experienced tremendous growth in the last few years, and we realized we needed an Enterprise system in order to manage our existing network and continue our growth. We reviewed many of the well known legacy systems and other Cloud solutions, but after a thorough analysis and test, we selected Brink."

Mr. Pickle's serves the fast growing "fast casual" market where customers demand more than "fast food," but without the price point of "casual dining". The trademark of a Mr. Pickle's Sandwich Shop is quality, next level service and a comfortable atmosphere. Order at the counter, take a seat, enjoy the fun and relaxed atmosphere, and let the staff do what they do best, make great sandwiches. Please visit their website at www.mrpicklesinc.com.

Brink Software is the leading provider of cloud-based point of sale and restaurant management software solutions. Founded by a group of industry veterans in 2009, Brink Software's growing team currently benefits from more than 100 combined years of software development experience and more than 50 combined years of POS sales experience.

For more information on Brink Software and its products or services please contact Richard Stack at richard.stack@brinksoftware.com or visit www.brinksoftware.com.
