

PRISM

POINT TO POINT



PRESS RELEASE

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SAN ANTONIO, TX – Seeking a consistent and functional technology that would support their aggressive growth strategy, Dagwood's Sandwich Shoppe, LLC has selected Prism Data Systems, Inc. as its POS and IT solutions provider.

Dagwood's Sandwich Shoppes is a fast casual sandwich concept inspired by the beloved 'Blondie' comic strip character Dagwood Bumstead. Dagwood's expects to have hundreds of shoppes in the U.S. and abroad by 2008 to meet the Baby Boomer Generation's demand for high-quality, tasty sandwiches and a wholesome dining experience. The market for Dagwood's Sandwich Shoppes transcends not only generations but also cultures, with more than 280 million "Blondie" readers daily in more than 55 countries and 35 languages.

Prism Data Systems is a leading provider of restaurant back office applications and POS support systems. Prism provides the PASEO™ back office application that retrieves, stores and reports critical operational data from the POS System in the restaurant. Prism also supplies a product for the production and editing of menus, inventory and recipes for the restaurant's POS terminals. Prism has distinguished itself in a highly competitive POS market by providing a reliable solution coupled with reliable service and support.

"We are extremely excited about the relationship we have established with Dagwood's Sandwich Shoppes. Dagwood's has exhibited a passion for excellence in their brand that is very impressive. We are honored by the confidence they have placed in selecting Prism for their technology infrastructure" said Larry Ohls, V.P. of Sales and Marketing for Prism Data Systems.

"Knowing the credibility and integrity of Prism Data Systems through the business community and past experiences in seeing their company's products and services in action we started looking into the future of what our needs were going to be for our Market Partners and their Unit Franchisees. When it came to having all the tools and resources needed to analyze their business, simplicity of training their managers on back office reporting and Performer (staff) service training we knew we found the right company with which to build a relationship for the future growth of Dagwood's," said Ron Collette Vice President of Franchise Services for Dagwood's Sandwich Shoppe L.L.C.

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About Prism Data Systems

Prism Data Systems, established in 1989, designs, develops and supports fully integrated restaurant technology for quick-service and fast casual restaurant operations. Prism has a longstanding reseller relationship with PAR Tech of New Hartford, New York. PAR is recognized as the industry leader for providing the finest POS hardware for the Quick Service Market.

Prism's suite of products enables restaurant operators to make timely business decisions with a great deal of clarity through automated movement of information from the point-of-sale to the point-of-decision making. Prism has also distinguished itself in a highly competitive POS market by providing a reliable solution supported by dependable service and support.

Additional information about Prism Data Systems is available by visiting www.prismpos.com.

About Dagwood's Sandwich Shoppes, LLC

Dagwood's Sandwich Shoppes, LLC, a privately owned restaurant franchise company headquartered in Clearwater, FL and New Orleans, is the brainchild of "Blondie" comic strip creator Dean Young and longtime restaurant franchise and marketing executive Lamar Berry. Organized in 2006, Dagwood's sells exclusive Market Partner Territories™, each representing 40 – 75 individual restaurant franchise units.

Dagwood's Sandwich Shoppes is a franchise concept designed for rapid expansion across the U.S. Company officials recently announced 30 Market Partner contracts have been awarded and more than 1,500 Dagwood's Sandwich Shoppes are contracted to open over the next 5 years. Dagwood's will open one shoppe per week through this Summer (2007) and expects to open one shoppe per day by early 2008.

Dagwood's Sandwich Shoppes have the fun, entertaining and universal appeal of the comic strip and, like the strip, they will offer guests the opportunity to suspend disbelief and step into a fun, wholesome, comic strip world. Dagwood's features more than 20 delicious sandwich menu items including Dagwood's Signature Sandwiches –made from the world's tastiest meats, unique breads and distinctive condiments – plus wraps, desserts, soups and salads.

Additional information about Dagwood's Sandwich Shoppes is available by visiting www.dagwoods.us.com.

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