



PRESS RELEASE

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2006 FRANMAC Convention
Booth No. ####

PRISM DATA SYSTEMS PREPARES FOR THE 2006 FRANMAC FRANCHISE CONVENTION

SAN ANTONIO, TEXAS, August 1, 2006 – Prism Data Systems, largest dealer of PAR POS, is preparing for the 2006 FRANMAC Convention in Las Vegas, October 8-11. Returning for the seventh time, Prism is proud to be a preferred POS vendor within the FRANMAC organization. Installed in over 600 Taco Bell, 212 KFC and 20 Long John Silver's units nationwide proves Prism a strong preference among franchisees for POS hardware and software solutions.

Unlike most POS options, Prism narrows its focus to provide a complete POS solution for the unique and specialized needs of the QSR industry. This includes a POS system, back office (Paseo), above store (Sendero) and most importantly a "cater-to" approach in service and support. In addition, Prism strives to accommodate the customer and adapt to the franchise requirements. For example, development of Taco Bell's pertinent T.A.C.O. reports that include inventory variance, weekly business summary and a report card. Other software enhancements include: shift accountability, credit card processing, new prep projection, auto email of reports, labor projections and much more.

A satisfied customer is one who is maximizing profits. Prism understands the urgency and efficiency necessary in a Quick Service Restaurant, which is why we offer in-house depot repair, on-site maintenance, a 24-hour phone center, flexible installation options that includes monitoring, and intensive training programs. Prism Data Systems is a closed loop process for transmitting data from Point of Sale to the Point of Decision.

For more information about Prism Data Systems, visit www.prismpos.com or call 888.599.2822.