



S I V A™

news

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For Immediate Release

New Restaurant Concept Expands with Next Generation Technology SIVA's Integrated Offering Helps Pasha's Build IT Infrastructure

DELRAY BEACH, FL - (October 26, 2003) What started as a class field study for then-Harvard Business School student Antonio Ellek is now Miami's newest Mediterranean "fast elegant" restaurant chain, Pasha's. Ellek and co-founder Nicolás Cortés knew they wanted to offer high quality food in a fine dining environment. They also wanted restaurant technology that would grow with them as they built their multi-unit business. To meet their needs, they chose SIVA.

"I conducted a lot of research on existing restaurant systems," said Cortés, who serves as Pasha's President and CFO. "It was very important to me as a business innovator that whatever we did in terms of technology was also on the forefront. And, we wanted a company that could provide all the modules we need, guaranteeing overall system integration." Currently users of SIVA's point-of-sale system, Pasha's plans to expand the company's technology infrastructure with inventory, delivery, and labor functionality.

Pasha's first implemented the *iSIVA* POS at their Pasha's Express and at their South Beach restaurant location. As the company opens another restaurant in Miami's Financial District in

December 2003, SIVA's Internet-based enterprise reporting and configuration tools will become increasingly important to the organization. According to Cortés, "As a business evolves, so do the business's needs. With SIVA's architecture, it will be easy to capture the information from our growing restaurant group."

SIVA's next generation point-of-sale and back office are built from the ground up to leverage Internet technologies. As a result, the applications connect multiple sites in an organization, centralize support at corporate headquarters, and give operators a choice of hardware and operating system. According to SIVA CEO Jim Melvin, "SIVA's goal is to develop technology that reduces the cost and complexity of system ownership while delivering real value to restaurant operators."

"Technology should simplify your entire process," says Cortés, "and SIVA has helped us do that. Their customer service attitude gets top marks. It doesn't matter what time I call, they are immediately responsive and their team has been so easy to work with."

According to Cortés, both SIVA and Pasha's are providing something different, something that's innovative in each of their industries.

About Pasha's

The Miami-based Pasha's chain features an eclectic menu of freshly prepared Mediterranean dishes at reasonable prices for both eat-in and take-out. Positioned as a fast-elegant dining option, Pasha's cuisine supports the latest thinking in nutrition, meeting the needs of low-carb, low-fat, and vegetarian diets. Current restaurant locations include Miami's popular South Beach and Design

District, with another restaurant scheduled for opening in Miami's Financial District before year's end.

For more information, visit the company's Web site at www.pashas.com.

About SIVA Corporation

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Located in Delray Beach, Florida, SIVA distributes its point-of-sale, inventory, labor, and operations intelligence products in North America and Europe. For more information, call 561.272.2121 or visit the company's Web site at www.SIVAcorp.com.

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Handheld Ordering Application Added to SIVA Offering

Acquisition Integrates with SIVA, Third Party POS Systems to Streamline Order Life Cycle

DELRAY BEACH, FL - (October 26, 2003) Today restaurant owners incorporate a variety of order entry points into their operation processes, from the traditional point-of-sale to kiosks, call centers, and on-line ordering. However, industry efforts to deploy point-of-sale technology on portable devices have been largely unsuccessful. To fill the market's need for effective mobile order taking, SIVA Corporation™ announced today that it has purchased the hospitality division of wireless computing expert TASCware, Inc., developer of the Ultimate Server handheld ordering application.

“TASCware has been extremely effective in recognizing the unique opportunities—and limitations—of wireless devices in the restaurant industry,” said SIVA CEO Jim Melvin. “Rather than duplicating an entire POS interface on a much smaller device, their product successfully balances human factors and hardware restrictions to implement the best order taking workflow for a handheld environment. The result is a solution that brings the right technology to the point of service, whether as a line busting alternative in quick service or a tableside ordering device for casual

and fine dining restaurants.” SIVA Corporation will market the Ultimate Server software under the name POS².

A real-time, interactive solution, POS² takes orders, authorizes credit card transactions, and prints receipts. The application integrates with a restaurant’s legacy point-of-sale system, extending the existing technology infrastructure with wireless handheld capabilities rather than replacing it. With POS², operators can increase table turns and speed of service, resulting in greater profitability and customer satisfaction.

SIVA is the creator of an integrated suite of enterprise operations management applications, including point-of-sale and back office, that provide the core technology foundation for running multiple restaurants. In addition, the company offers a limited number of premium products unique to the industry, including a sophisticated kitchen management system and a real-time alert delivery platform, that are designed to be sold in conjunction with the core suite or as stand-alone solutions. According to Melvin, the new acquisition is a perfect fit with the company’s product strategy, providing a fresh alternative in an area that is currently underserved by technology.

“POS² will be of interest to operators with incumbent store systems as well as those looking for the comprehensive functionality available from SIVA’s integrated suite,” Melvin said.

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For Immediate Release

Logic Controls and SIVA Join Forces for Innovative Restaurant Solutions New Partnership Agreement Announced

DELRAY BEACH, FL - (October 26, 2003) SIVA Corporation™ announced today that the company has entered into a strategic alliance with Logic Controls, Inc., a leading manufacturer of point-of-sale peripheral and kitchen display hardware for the foodservice industry. SIVA is the creator of operations software that improves the management of money, materials, and people in multi-unit restaurant chains.

“SIVA and Logic Controls share an understanding of what it takes to create a successful solution for the demanding restaurant environment,” said Peter MacDonald, Vice President of Sales and Marketing for Logic Controls. “We are excited to be partnering with SIVA and providing their IntelliKitchen® and EventAlert customers with a very reliable hardware solution,” he continued.

Founded in 1982, Logic Controls is a leading vendor of point-of-sale peripheral and industrial computer products. The company's Logic Net® kitchen display system, previously OEMed by IBM as the IBM Kitchen System, is the preferred hardware solution for SIVA's IntelliKitchen® kitchen management software. In addition, SIVA's EventAlert notification platform can be run on Logic Control's new LC6000 industrial computer.

“Both SIVA and Logic Controls have a successful track record of identifying areas in restaurant operations that are underserved by technology companies today,” said SIVA CEO Jim Melvin. “Working together to provide what restaurant operators want and need just makes sense.”

Acquired by SIVA in July 2003, IntelliKitchen supports the order life cycle through the capture and automation of existing, effective operational processes. The robust kitchen management system's flexible workflow routing and intuitive information display improves order speed and accuracy, increases line productivity, and ensures good food quality. EventAlert, an application that delivers real-time reminders and alerts to restaurant personnel on in-store pagers, is a joint development project of SIVA and JTECH Communications.

About Logic Controls

Logic Controls designs and manufactures a broad line of high technology products for three different product lines: PC-based point-of-sale (POS) peripherals; industrial computers; and industrial controllers for plastic injection molding. Since its incorporation in New York in 1982, Logic Controls has been the world's largest manufacturer of precision controllers for the plastic injection molding industry. Today, Logic Controls offers the POS industry the broadest line of PC-based peripherals, including customer pole displays, cash drawers, programmable keyboards, and magnetic stripe readers. Logic Controls is the market leader in the customer display market. Logic

Controls also offers a line of industrial computers, including the Logic Net® kitchen display system, previously OEMed by IBM as the IBM Kitchen System, and the new LC6000, an ultra-compact, solid state Intel-compatible computer. For more information, please contact Logic Controls at 561.248.0400 or visit www.LogicControls.com.

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For Immediate Release

Business Technology Solutions Chooses SIVA

Atlanta Area Dealer First to Sign as Result of New Channel Development Initiative

DELRAY BEACH, FL - (October 26, 2003) SIVA Corporation™, the creator of next generation restaurant technology solutions for multi-unit operators, today announced that Georgia-based Business Technology Solutions has become a new SIVA reseller. SIVA is the creator of enterprise operations technologies that improve the management of money, materials, and people in multi-unit restaurant chains.

“Combining SIVA’s Internet-based point-of-sale, back office, and enterprise applications with our consulting and hosting services results in a powerful solution for restaurant operators,” said Business Technology Solutions’ John Letourneau. “Owners can keep an eye on their operations from anywhere at any time without investing in and managing a complex IT infrastructure.” Built on Internet technologies, the SIVA applications help operators increase control of their business through real-time information availability and automation of many administrative tasks.

According to Jim Melvin, SIVA’s CEO, resellers are crucial to the company’s overall business strategy. “We selected Business Technology Solutions as an early business partner because

of its outstanding reputation in this industry,” Melvin said. “I look forward to working with the company to reach our mutual goals.” Business Technology Solutions will market the SIVA offering throughout the state of Georgia.

Business Technology Solutions is the first of five major metropolitan technology dealers to have signed with SIVA since the company kicked off a channel development initiative September 1st. Melvin said additional business partners will be added over the next few months to complete coverage of SIVA’s designated North American territories.

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FOR IMMEDIATE RELEASE

SIVA TO ADD GIVEX'S GIFT CARD AND LOYALTY SOLUTION TO RESTAURANT POS TECHNOLOGY

October 26, 2003 (Long Beach, CA) – Today, at the Annual International Foodservice Technology Exposition (FSTEC) Givex Corporation, a leading gift card and loyalty transaction processor and SIVA Corporation™, a provider of enterprise restaurant operations technologies, announced plans to fully integrate Givex's gift card and loyalty services into the *iSIVA*™ point-of-sale and back office suite.

“The ability to offer real-time gift card and loyalty solutions for our customers using the Givex system will strengthen our CRM offering as well as streamline program management at the point-of-sale,” says Jim Melvin, CEO, SIVA Corporation. “Operators currently selling paper-based gift certificates spend extensive administrative time dealing with manual tracking procedures to minimize potential fraud,” he continued. “With a Givex real-time gift card program or loyalty program, a card is swiped through a point-of-sale terminal and all transaction data is instantly sent to Givex for processing and real time authorization. Managers can use a Givex administrative website for daily, weekly or monthly reconciliation. It's simple.”

Using Givex solutions, restaurateurs can easily add to their bottom line with a real-time gift card program that is marketable and in great consumer demand. In addition, capturing detailed customer transaction information translates to increased customer loyalty and repeat visits with more targeted marketing.

“Integrating our services with an innovative restaurant technology company like SIVA greatly increases our flexibility and enhances our offering to our customers.” says Don Gray, President and CEO, Givex Corporation. “Restaurateurs are constantly looking for ways to improve and enhance their customers' experience. Embarking on a Givex gift card or loyalty program through a SIVA point-of-sale system is a way to achieve this. ” says Gray.

Givex card programs offer both flexibility and security. Gift cards can be set for a fixed dollar denomination by the operator or the customer. Gift cards can have a declining balance, or be a one time use card; cards can be reloaded or recharged and can carry a points balance at the same time. The Givex database can be accessed for card processing via several secure methods including point-of-sale systems, online through a secure website, or by interactive voice response (IVR) system.

SIVA and Givex plan to launch the integrated Givex gift card and loyalty solution with the *iSIVA* front and back of house suite in early 2004.

About Givex Corporation

Givex Corporation (www.givex.com) processes gift card and loyalty transactions and provides payment processing gateway services for a wide range of industries including hospitality, retail, grocery and petroleum. Founded in 1999, Givex is among the fastest growing transaction processors in North America and provides merchants with turnkey and custom solutions for tracking and managing gift cards, frequent user cards, e-gift certificates and loyalty points programs across multiple sales channels. Givex is a privately held corporation with offices in Toronto, Chicago, San Diego, Atlanta, and Nassau.

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