



S I V A™

news

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For Immediate Release

Jason's Deli Takes New Technology Direction with SIVA

Restaurant Operator Implements POS on Linux

DELRAY BEACH, FL - (July 19, 2004) SIVA Corporation™, the provider of a broad range of operations-focused technology options to the restaurant industry, announced today that Texas-based Jason's Deli has selected the *iSIVA*™ suite as the restaurant chain's new point-of-sale and back office. The successful fast-casual concept has set its IT strategy to support operations in a geographically dispersed environment.

According to Jason's Deli CIO Kevin Verde, "Our infrastructure goals are tied to our company goals—and our number one objective is to ensure we deliver excellent service to our customers. SIVA's enterprise architecture provides real-time visibility into restaurant operations for managers at every level of our business, which will help us to monitor and maintain our high performance standards." The *iSIVA* applications include built-in web-based communications capabilities that streamline information delivery throughout the organization and simplify centralized application support.

Another key consideration for Jason's Deli during the selection process was finding a cross-platform solution. "Linux offers an amazing value proposition for restaurant applications," said Verde. "Its stability and low cost make Linux well-suited as an embedded, appliance-type operating system. It just makes sense—from a support standpoint as well as cost." He continued, "In fact, our in-house store development is standardized on Red Hat and we plan to deploy the open source suite Open Office as our office applications at the site. SIVA works with what we have today and want in the future."

Although Jason's Deli is rapidly moving towards a homogeneous Linux site, some legacy store applications currently require a server running the Windows operating system. As a result, the company initially will install *iSIVA* on Linux point-of-sale terminals and a Windows server. "SIVA is unique in supporting this kind of mixed environment implementation," said SIVA CEO Jim Melvin, "but it only makes sense from the operator's perspective. Jason's will be able to enjoy the savings of open source at the terminal while running Windows-based applications on the back office server."

SIVA's *iSIVA* suite automates sales, labor, and inventory processes in the restaurant environment, improving the management of money, materials, and people for multi-unit operators.

About Jason's Deli

Jason's Deli originated in 1976 in Beaumont, Texas with one location and a limited offering of 12 menu items. Today there are over 100 items on the menu, featuring traditional deli food as well as Jason's own style of sandwiches, soups, salads and baked potatoes. Fresh from the start, Jason's insists on higher quality ingredients for improved taste and healthy benefits of everything it

serves, and on serving guests more than they expect for their money. The family-friendly deli restaurant offers delivery, on-line ordering and catering for all occasions.

Currently there are over 130 Jason's Deli locations in 17 states. The managing company is Deli Management, Inc. For more information, please visit www.jasonsdeli.com.

About SIVA Corporation™

SIVA Corporation™ offers a broad range of applications that help operators of multi-unit restaurant chains manage their enterprises more effectively and efficiently. Through a spectrum of technology choices, SIVA provides operators with options and allows them to evolve their technology strategies over time.

With more than 13,000 installations, SIVA counts some of the best known names in the restaurant business among its customers, including Arby's, Hardee's franchisee Boddie Noell, Darden Restaurants, Jack in the Box, Jason's Deli, Starbucks, Steak n Shake and the franchise cooperative of Burger King. The company distributes its front-of-house, back office, operations intelligence, and enterprise solutions throughout North America.

For more information, call 561.272.2121 or visit www.SIVAcorp.com.

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