

For Immediate Release

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BRAVO | BRIO Restaurant Group Inc. chooses newly integrated Paytronix Systems, Inc. and MAGNET Card Services to support its virtual gift card sales.

WALTHAM, MA & PITTSBURGH, PA – October 25, 2010 – Paytronix Systems, Inc. and MAGNET Card Services announce a technical integration of their gift card programs. Together, the firms enable restaurants to sell virtual gift cards online and have gift card balance and redemption activities immediately available in their point of sale system. They have been working with BRAVO | BRIO Restaurant Group (BBRG) to implement this virtual gift card solution. Virtual gift cards can be immediately downloaded by the buyer to print for presentation or e-mail to the recipient. They are the perfect convenience purchase solution for last-minute gift giving.

“We wanted to provide our guests the flexibility and convenience to purchase a gift card without leaving their home. The virtual gift card provides that opportunity, as well as the ability to give a last minute gift. This is just one more way for our guests to share a great dining experience with a virtual gift card for family, friends and colleagues” said Kathleen Chugh VP of IT for 82 unit BRAVO | BRIO Restaurant Group.

MAGNET Card Services handles all the guest-facing features for ordering and fulfilling virtual gift card orders. Paytronix delivers the backend support with its powerful gift card system and integrations with all major restaurant POS systems such as MICROS, POSiTouch, and XPIENT.

About BRAVO | BRIO Restaurant Group Inc.

BBRG is the owner and operator of two distinct Italian restaurant brands, BRAVO! Cucina Italiana (“BRAVO!”) and BRIO Tuscan Grille (“BRIO”). We have positioned our brands as multifaceted culinary destinations that deliver the ambiance, design elements and food quality reminiscent of fine dining restaurants at a value typically offered by casual dining establishments, a combination known as the upscale affordable dining segment. We also own and operate Bon Vie Bistro which combines classic comfort cooking with traditional bistro fare. For more information about BRAVO | BRIO Restaurant Group, visit www.bbrg.com.

About Paytronix

Paytronix is a leading software-as-a-service provider of loyalty, gift, comp, and email solutions. Its unique platform is the most versatile in the industry, enabling restaurants to drive measureable revenue increases. With its innovative software design and its integrations with widely used restaurant POS and online ordering systems, Paytronix empowers its clients to build unique, brand-enhancing programs. For more information about Paytronix, visit www.paytronix.com.

About MAGNET Card Services

MAGNET’s Card Services is the developer of the DownLoad Gift Card™ software application and is a single-source online gift card management firm. MAGNET delivers a turnkey e-commerce solution to enable restaurants to reach the 60% of buyers who want to purchase a gift card online and is the Retail Partner Licensor for a major grocery chain’s third-party merchant gift card program.

For more information, call 1-800-939-6544 or visit: <http://magnetcardservices.com>

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