

For Immediate Release

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Paytronix Announces Integration with SpeedLine

WALTHAM, MA & LYNDEN, WA – May 17, 2010 – Paytronix Systems, Inc. announced a new technology integration with leading pizza point-of-sale (POS) software provider SpeedLine Solutions, Inc. SpeedLine and Paytronix now offer new loyalty solutions for pizza and delivery restaurants—beginning with the 300-unit, New England-based Papa Gino’s chain.

The combined technology from SpeedLine and Paytronix captures specific customer activities seamlessly at the point of sale. Using this data, restaurant companies can easily identify their best customers, track purchase and visit behavior, and design personalized promotions.

In addition, the new loyalty tools minimize operating costs; restaurant operators redeem rewards directly into guest checks with the swipe of a card. The integration also adds support for loyalty transactions through online ordering providers in the SpeedLine Technology Network.

“We are excited to announce a comprehensive loyalty integration with SpeedLine, a company with a strong presence in the pizza market,” said Andrew Robbins, President of Paytronix Systems, Inc. “This new solution will address the unique needs of pizza restaurateurs, enabling them to increase sales by retaining more customers and compelling more visits. It was a pleasure working with SpeedLine during this integration, and I look forward to a long partnership.”

“We are pleased to introduce this new partnership with Paytronix,” said SpeedLine President John de Wolde. “Our objective is to help our clients compete and win market share. This enterprise loyalty solution offers a range of new options to make SpeedLine clients more successful over the long term.”

About Paytronix

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

About SpeedLine

Restaurant companies choose industry-leading POS technology from SpeedLine to make their businesses more profitable and efficient. Established in 1990, SpeedLine delivers point-of-sale and enterprise-management software for growth-minded restaurant owners and multi-unit pizza, fast-casual, and quick-service chains. From offices in Lynden, WA, and Vancouver, BC, SpeedLine serves restaurants and franchisors in five countries. SpeedLine is the preferred provider to many of North America’s leading restaurant chains. For more information about SpeedLine, visit www.speedlinesolutions.com.