

FOR IMMEDIATE RELEASE



Papa Gino's Launches Loyalty Program with Paytronix Systems

WALTHAM, MA, January 18, 2010. Paytronix Systems, Inc. the technology leader of restaurant loyalty solutions is pleased to announce the launch of a customer loyalty program for Papa Gino's, Inc. The program was rolled out across more than 300 Papa Gino's Pizzeria and D'Angelo Grilled Sandwiches restaurant locations.

Paytronix provided the technology solution needed to handle the complexity of the program and the scope of the rollout. The program seamlessly spans both the Papa Gino's and D'Angelo brands with coordinated POS integration and branded online websites.

Papa Gino's Chief Information Officer, Paul Valle, noted, "We needed a strong technology partner and Paytronix gave us the power and flexibility to run our complex, multi-branded loyalty program. They laid out clear objectives, worked well with our technology team, met key program deadlines, and delivered an exciting program for our guests. Paytronix has been a great partner."

The program was launched simultaneously in over 300 locations and has issued over 180,000 cards to guests during the first month – far exceeding expectations

About Paytronix

Paytronix Systems is the leading provider of gift, loyalty and email solutions for restaurants. With an unbending focus on the restaurant industry and a commitment to innovation, Paytronix offers restaurateurs full-featured solutions that define the industry best practice. Paytronix's continuously evolving solutions ensure its customers reap the benefits of the best solutions available. For more information, visit the Paytronix website at <http://www.paytronix.com>.

About Papa Gino's, Inc.

Based in Dedham, Massachusetts, Papa Gino's, Inc. is the parent company of Papa Gino's and D'Angelo Grilled Sandwiches. Papa Gino's, Inc. operates more than 370 company-owned and franchised Papa Gino's, D'Angelo and dual-location restaurants and employs more than 5,000 people. Both D'Angelo and Papa Gino's are committed to providing high-quality products, attentive service, clean, convenient, attractive restaurants, and a premium value experience for every guest. The company culture, which is characterized by its values, a strong work ethic and the fair treatment of people, includes a large number of people who have spent their entire working lives in these restaurants, keeping the passion for excellence alive. For more information about Papa Gino's, Inc. and its brands, please visit <http://www.papaginos.com>.