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MIRUS Capabilities Boost Discount Program at Cafe Rio Mexican Grill

Partnership Culture at MIRUS Stands Out

MIRUS, with its flexible, Exception-Based Restaurant Management (EBRM) solution, scores high marks from new client Cafe Rio Mexican Grill for helping the company track and reduce meal discounts across its 18 locations, enabling the company to recover 1 full margin point in profitability, making the program as masterful as the chain's signature recipes.

The festive, Utah-based restaurant company needed better controls for its three discount programs: Frequent Diner, Employee Meals, and Manager Comps.

Bob Baker, CFO of Cafe Rio, said, "With MIRUS, we now have the discount data readily available and easy to analyze, enabling us to see exactly where we needed to improve our discount policy. MIRUS tools helped us find one margin point of improvement."

MIRUS President & CEO **Dave Bennett** added, "Controlling costs is top of mind for our customers. MIRUS can help with that, and one way is by providing daily oversight on discounts, so the operator can quickly identify where something is out of line and fix it fast."

In addition to bottom line benefits, Cafe Rio reports an experience of benchmark partnership with MIRUS.

"We are expanding fairly quickly with limited resources, so I rely on solid business partners to offset a finite number of corporate staff," said **Baker**. "My experience is that the MIRUS culture for partnership stands out. Their annual user conference impressed me too. They asked, 'What would you like us to work on?' and we told them."

Bennett said, "We believe customers are the best source for fine-tuning our existing software as a service (SaaS) and developing useful new management tools that are easy. That's why we put a high priority on our yearly conference. And it's where we got the inspiration for an Event Marking feature that makes it easy to know how irregular events like promotions or holidays impacted the bottom line."

Just as it does with any existing point of sale (POS) system, MIRUS integrated seamlessly with the one at Cafe Rio. Having already increased productivity through MIRUS's automated monitoring and analysis reporting, Cafe Rio's future plans include enhanced monitoring to control food costs.

About Cafe Rio Mexican Grill

Cafe Rio Mexican Grill serves fresh Mexican food inspired by the Rio Grande Valley region bordering northern Mexico, Texas and New Mexico. All food is prepared fresh each day, and Cafe Rio has become well known for its hand made tortillas, delicious burritos, tacos and salads, and specialty desserts. The restaurants operate with a festive, open Mexican marketplace setting creating a unique dining experience that has developed a tremendous customer following. Visit www.caferio.com for more details.

MIRUS, the industry leader in Exception-Based Restaurant Management solutions, pioneered the delivery of business intelligence and exception-based reporting over the Internet with its Software-as-a-Service (SaaS), successfully serving both regional and national brands. Clients include national brands such as Dairy Queen®, Arby's®, and Church's Chicken®, as well as regional brands such as Dewey's®, Café Rio Mexican Grill®, Carino's™ Italian Grill and the Tumbleweed Southwest Grill®. MIRUS Solutions are web-based, with subscription-based pricing, helping multi-unit food-service companies and multi-unit franchise operators drive profits and run their businesses more efficiently and more profitably. For more information, contact Mirus at 866-MIRUS4U, sales@mirus.com, or go to www.mirus.com.