



FOR IMMEDIATE RELEASE

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Exception-Based Reporting Attracts Great American Restaurants

The MIRUS Exception-Based Restaurant Management Reporting (**EBRM**) solution, which helps multi-unit food-service companies and multi-unit franchise operators stay at the top of their game, was recently chosen by Great American Restaurants as its primary **analytical toolset**.

With many accomplishments to the Great American Restaurants name — including glowing culinary reviews and positions on lists such as “Top 75 Multi-Concept Restaurant Leaders” and “100 Highest Grossing U.S. Restaurants” — the company with nine locations already had a recipe for success. What it gains through MIRUS solutions is an even sharper edge.

“We are a growing, multi-concept company in a highly competitive environment,” informed **Dave Morgan**, Great American Restaurants CFO. “We’ll remain strong into the next decade through consistently sound, strategic business decisions. So we need the **right data on demand**, in an understandable and usable format.”

Among the features that caught management’s attention was how the MIRUS solution fully automates the capture and communication of results up the chain of command, saving administrative time and reducing errors. Additionally, data is now available at the check level. Also, **seamless integration** with existing systems for food costs and inventory offers a more complete monthly picture of profitability at each unit.

President and CEO of MIRUS, **Dave Bennett** said, “What convinced Great American to partner with MIRUS for analytics was our ability to provide an integrated, **easy-to-use**, business intelligence toolset that delivers what it promises. Simple as that. And it didn’t hurt that we provided an up front demonstration of exactly how it would work in their unique business environment.”

While one or a combination of MIRUS tools seamlessly integrates with any existing point of sale and back office systems, Great American chose the entire MIRUS toolset, giving management teams the most **comprehensive and flexible**, on-demand business intelligence support in the industry due to its proprietary EBRM advantage. EBRM is a **critical support to making effective decisions quickly**.

Great American Restaurants is headquartered and locally owned in Falls Church, Virginia and operates nine restaurants in Northern Virginia including Artie’s, Carlyle, Coastal Flats (two), Mike’s American, Silverado and Sweetwater Tavern (three). Number ten, Jackson’s Mighty Fine Food and Lucky Lounge, should open in the Reston Town Center in October of 2008.

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.