

For Immediate Release

January 3, 2011

Contact: Craig Bednarovsky

bednarovsky@actionssystem.com

301-445-6100 x104

ASI/Restaurant Manager Receives Best Channel Vendor Award Second Year in a Row

Silver Spring, MD - December 30, 2011 – Action Systems, Inc.(ASI), a leading provider of point-of-sale and management software for use in the foodservice industry, today announced it has been named a Best Channel Vendor for 2011 from Business Solutions Magazine (BSM). This recognition follows a 2010 Best Channel Vendor Award from the same industry-leading publication.

BSM's Best Channel Vendor survey received over 11,000 votes from Value Added Resellers asked to rate the leading POS software providers. This year, winners received marks in the top 5 percent of all nominees, more exclusive than the top 15 percent awarded in previous years.

The survey focused on key elements such as overall service/support, channel programs, product features, product reliability and product innovation. "We are honored that voters selected ASI and REstaurant Manager as a Best Channel Vendor for a second year in a row," Craig Bednarovsky, ASI's Director of Sales and Marketing commented. "We place a tremendous focus on ensuring our channel, through both our Dealer Advantage Program and innovative product development, is the best equipped for success in the industry."

Within the categories surveyed, Restaurant Manager ranked exceptionally high in Adequate VAR Margins and Channel Program. ASI's unrivaled Dealer Advantage Program provides generous co-op marketing programs, one-on-one dealer mentoring and superior technical support, enabling their resellers to reach more of the market while receiving the best support possible to provide restaurateurs a mission-critical POS solution.

One Value Added Reseller comment praised ASI for having, "mature software [that is] fully featured," going on to add that the "dealer channel is backed by a supportive and proactive team of software developers and dealer programs."

more ➔

Best Channel Vendor Award (page two)

In addition, Restaurant Manager received exceptional rankings in product innovation and features. With capabilities such as real-time management alerts and operational data via RM Monitor, breaking technology like the Write-On Handheld for the iPod Touch and fully-integrated online ordering, Restaurant Manager consistently provides new ways for restaurants, bars and clubs to improve their bottom line.

"ASI Restaurant Manager has supported us in the most unbelievable way in our sales and technical enterprise," another Value Added Reseller noted. "Response, knowledge and up-front friendliness have been superb."

About ASI

ASI was founded in 1987 and is a leading provider of point-of-sale and management software for the foodservice industry. ASI offers its software products through a network of 200+ Value Added Resellers across the continental United States, Canada, Europe and Asia. ASI can be found on the Web at www.rmpos.com.