



For Immediate Release

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US Foods Selects ASI's Restaurant Manager™ & Write-On Handheld™

Silver Spring, MD - October 4, 2011 - US Foods has selected ASI's Restaurant Manager™ and Write-On Handheld™ as the company's point-of-sale (POS) system for its Resource Advantage Marketing Program.

The US Foods Resource Advantage Marketing Program is operated in partnership with Augeo Affinity Marketing to provide US Foods customers with top-quality products and services from reliable vendors at the best price possible. Resource Advantage members now have access to specially negotiated discounts on the Restaurant Manager and Write-On Handheld POS Systems via ASI's nationwide network of certified value added resellers.

"ASI is thrilled that our POS products have been selected from a field of many as the best POS solution for US Foods customers," said ASI CEO Alex Malison. "Our Restaurant Manager POS System has been an ideal solution for independent restaurants and regional chains for over 25 years now but it's our compelling new mobility solutions that really set us apart from the other POS providers US Foods considered for the Resource Advantage Program. I'm confident our suite of POS solutions will help US Foods customers realize significant bottom-line benefits."

Augeo CEO David Kristal concurred, "Augeo is excited to be partnering with ASI, one of the country's top point of sale systems providers. Through our partnership, we are proud to present ASI, including their Restaurant Manager software and Write-On Handheld technology, to US Foods Resource Advantage members. Restaurant Manager's ease of use and programming for the restaurateur, updated and forward-thinking technology in combination with its affordability will surely benefit the members of Resource Advantage."

Sallee Raffa, who operates [Mildred's](#), a seaside eatery named [Best of the Jersey Shore](#) by Philly Magazine was one of the first US Foods customers to purchase a Restaurant Manager POS System through the Resource Advantage Program. She had heard great things about the Restaurant Manager POS System and was happy to purchase it at a significant discount through the US Foods Resource Advantage Program.

Less than a week later, [JSE Computers](#) of Linwood, N.J., had installed Restaurant Manager POS System and Raffa noticed an immediate impact. "The biggest challenge in a busy seaside place like Mildred's is managing the wait list," Raffa said. "My staff has been quick to take advantage of the many features in Restaurant Manager that help speed table turns and cut wait-times."

The Restaurant Manager POS System includes a custom interface to the US Foods Menu Profitbuilder Pro software made available free of charge to all US Foods Resource Advantage members. The interface makes menu profit analysis easy because US Foods product costs are easily uploaded and calculated using the sales data from Restaurant Manager.

Craig Peck, Territory Chef for US Foods is now recommending the Restaurant Manager POS System to all customers in Philadelphia who want help with controlling food costs. "It really feels great to recommend a solution I know will have a big bottom line impact for our customers, especially when we can offer them a discount they won't find anywhere else," Peck said.

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ASI CEO, Alex Malison, predicts that ASI's Write-On Handheld POS System will prove particularly popular with Resource Advantage members. "The ROI of tableside order-taking and payment processing is undeniable," Malison said. "Now that we've developed the Write-On app for the iPod touch, the hardware is as affordable and reliable as the software."

Malison points to Resource Advantage member, Mrs. K's Tollhouse Restaurant, as a case in point. Check averages are up 7 percent since they began using the Write-On app for the iPod touch while, at the same time, comps for ordering errors are down by almost 20 percent. Malison notes, "Once they see the discount that's available through the Resource Advantage program, installing a Write-On Handheld POS System will be a no-brainer for many US Foods customers."

ASI's RM Monitor service is another compelling mobility solution that is available free of charge to all US Foods members. RM Monitor delivers real-time POS reports and alerts directly to any iPhone or other smart phone, allowing restaurant owners and managers to stay on top of their business any time, anywhere.

About ASI

ASI was founded in 1987 and is a leading provider of cutting-edge point-of-sale and management software for the foodservice industry. Their POS product offerings include the Restaurant Manager POS System, the Write-On Handheld POS System, the RM Monitor reporting service and integrated Online Ordering. Each of these POS solutions solves real business problems faced by foodservice establishments by helping them to cut costs and boost revenues. ASI offers its software products through a vast network of Value Added Resellers located around the world including the United States, Canada, Europe, the Middle East, Australia and Asia.

ASI can be found on the web at: www.rmpos.com and www.writeonhandheld.com and on Twitter at <http://www.twitter.com/restaurantmgr>.

About Augeo Affinity Marketing

Augeo is a diverse loyalty and benefits company with proven expertise in program design, technology, database design, marketing, operations and vendor acquisition/management. Augeo provides customizable and flexible programs that are tailored and managed to deliver specific results based on each client's performance and data objectives.

About US Foods

US Foods is one of America's leading foodservice distributors, offering more than 350,000 national brand products and its own high-quality private label items, ranging from meats to produce to frozen foods. The company proudly employs approximately 25,000 associates in more than 60 locations nationwide. US Foods provides the finest quality food and related products to more than 250,000 customers, including independent restaurants, government operations, healthcare and hospitality entities, educational institutions and prominent multi-unit restaurant companies. With approximately \$19 billion in annualized revenue, the company is headquartered in Rosemont, Ill., and jointly owned by funds managed by Clayton, Dubilier & Rice Inc. and Kohlberg Kravis Roberts & Co.

Discover more at www.usfoods.com