



HyperActive Technologies Completes Roll-out of “HyperActive Bob” in all Zaxby’s Corporate-owned Restaurants

High Quality Regional Chicken Chain Improves its Kitchen Process

PITTSBURGH, PA — November 3, 2006 – HyperActive Technologies, Inc. has completed installations of its HyperActive Bob® kitchen management system in 64 Zaxby’s corporate-owned restaurants, in accordance with an agreement signed earlier this year by the two companies. The system is now installed in all of Zaxby’s corporate restaurants, as well as in another 12 franchise restaurants.

HyperActive Bob uses advanced vision technologies, combined with point-of-sale information, to create highly accurate predictive cooking instructions for Quick Service and Fast Casual restaurants. Instructions are then delivered to cooks, moment by moment, via simple, easy-to-read touch screens located in the kitchen.

“Since we began using HyperActive Bob in our restaurants, our performance has improved in several key areas,” said Tripp Sessions, Zaxby’s Information Technology Director. “For example, our staff has reported that Bob reduces confusion in the kitchen and increases productivity. Managers report that Bob helps cut the time required to train new employees significantly. And many of our franchised stores have said that their guests comment regularly about improvement in product quality.”

“HyperActive Bob eliminates the guesswork that restaurants face today in predicting demand,” said Joseph Porfeli, C.E.O. of HyperActive Technologies. “With HyperActive Bob, cooking operations run more smoothly and cooking rules and procedures are applied consistently. Our customers benefit from dramatically improved quality while also causing a positive impact on speed-of-service and employee training costs.”

Zaxby’s Restaurants

Zaxby’s features a “mind-bendingly good” chicken menu in an upscale Fast Casual dining environment. Zaxby’s Franchising, Inc. has more than 330 locations throughout Alabama, Florida, Kentucky, Mississippi, North Carolina, South Carolina, Georgia, Arkansas and Tennessee. For more information about Zaxby’s, please visit www.zaxbys.com.

HyperActive Technologies

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8 Foster Plaza, Suite 400
730 Holiday Drive
Pittsburgh, PA 15220
T 412.322.3060 • F 412.322.3121

HyperActive Technologies is a visionary at applying intelligent vision and predictive technologies to the needs of the quick-service and fast-casual restaurant industries, with products that promise and deliver transformational results. For more information about HyperActive Technologies, please visit www.gohyper.com.

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For more information, contact:

Mary Ann Bohrer
(412) 421-1389
mabet@att.net

Gregor Thompson
(412) 608-4832
gthompson@gohyper.com

