



Hyperactive Technologies Names Hala Moddemog To Its Board Of Directors

PITTSBURGH, PA – June 1, 2006 – HyperActive Technologies, Inc., a world leader in kitchen production management systems which create real time operational solutions for quick serve and fast casual restaurants, has named Hala Moddemog, a multi-dimensional leader in the Quick Service Restaurant industry (QSR), to its Board of Directors.

“Hala has an amazing and proven record of success and accomplishments in the QSR industry, and she will be a great addition to our Board of Directors,” said Joe Porfeli, CEO of HyperActive Technologies.

Hala Moddemog became the first woman to lead an international QSR brand when she was named president of Church’s Chicken in 1995. As president of Church’s, Ms. Moddemog had responsibility for business results and strategic growth for one of the world’s largest quick-serve chicken concepts. During her leadership, Church’s achieved record sales and profit growth, and it out-paced the QSR industry in comparable sales performance for eight of her 11 years with the company. Ms. Moddemog originally joined Church’s in 1993 as vice president of marketing and led the brand through a strategic and creative revitalization.

During her time at Church’s, Ms. Moddemog forged strong franchisee relationships and exceptional customer loyalty in a turnaround situation, growing the Church’s brand to more than 1,500 locations in 15 countries. Throughout the foodservice industry, Ms. Moddemog was credited with refining Church’s highly successful business model, focusing on a great-tasting menu at value prices within a simple operating system. This focus created exceptional unit economics, with restaurant operating profit growing from 15% to a high of 23% and producing a sales increase of 54% in domestic restaurants.

Also while at Church’s, Ms. Moddemog was on the board of COPA, a purchasing co-operative for Church’s, and was later a director of SMS, a supply chain management, purchasing, and distribution co-operative for Church’s, Popeye’s, Cinnabon, and Seattle’s Best Coffee.

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Prior to joining Church’s, Ms. Moddemog was vice president of product marketing and strategic planning at Arby’s Franchise Association. She has also served as a marketing manager for BellSouth Corporation, held management positions in the market research

and marketing services fields, and managed a real estate marketing firm for mixed-use residential, commercial and retail projects.

Ms. Moddelmog has won numerous industry awards, including the Arby's Outstanding Performance Award, the AFCE, Inc. Spirit Award, Excellence in Advertising, the Women's Foodservice Forum Emerging Leader Award, the International Franchise Association Bonnie LeVine Award, Nation's Restaurant News 50 Hot New Leaders, the Roundtable for Women in Foodservice Pacesetter Award, Restaurant Hospitality Rising Stars, Business to Business Magazine DIVA on the Atlanta Business Scene, and Nation's Restaurant News Women Power Players.

Ms. Moddelmog earned a Bachelor of Arts degree in English from Georgia Southern University and a Master of Arts degree in journalism and mass communications from the University of Georgia. She has attended an executive development program at the Kellogg School of Management at Northwestern University. And she has earned the Certificate of Director Education from the National Association of Corporate Directors (NACD) Institute.

HyperActive Technologies

HyperActive Technologies is a world leader in applying predictive and automated solutions to the operations, management and reporting challenges faced by Quick Serve and Fast Casual restaurants. For more information about HyperActive Technologies, please visit www.gohyper.com.

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