



For Immediate Release

SDCR Business Systems Celebrates 35 Years of Service to the San Diego Restaurant Industry by launching its new “SDCR Pays It Back” Program

San Diego, May 8, 2003 – SDCR Business Systems, formerly known as San Diego Cash Register, the leading provider of Point-of-Sale (POS) Solutions for independent and multi-unit operators in the foodservice and retail industry, recently celebrated its **35th anniversary** of dedication and service to the San Diego restaurant and hospitality community.

“SDCR Pays It Back”

To celebrate this anniversary and, more importantly, express thanks to the community SDCR is introducing the new **“SDCR Pays It Back”** program. In its continuing efforts to build and support local San Diego businesses and services, SDCR is committing to purchasing between **\$200-500** worth of Gift Certificates from every local restaurant that purchases the Aloha POS system from SDCR Business Systems. The actual amount will vary from time to time, depending on the total sale amount of the system, however the program will always honor an amount between 1-3% of the final sales total.

In celebration of the 35 years of service, Matt Richardson, SDCR President & CEO, said: "Since 1968, SDCR Business Systems has been a consistent provider of dependable cash register and POS solutions for restaurateurs and retailers here in San Diego. As a local company the city has been very kind to us and we want to keep supporting its growth and strength. We don't believe in spending our money with vendors outside our community that won't support our much needing economy. We have 35 years of local San Diego blood, sweat, and tears behind us, and our 70 employees stay true to our great city – We live, eat & play here in San Diego!"

Aloha POS – A Computerized Cash Register System

SDCR Business Systems is the nation's largest reseller of the award-winning Aloha POS Solution. Aloha POS is the computerized cash register system running on touch-screen data terminals in restaurants. A POS system significantly simplifies a restaurant's operations by automating order processing, cash management, credit card authorization, accounting & inventory control, labor scheduling, delivery, and customer loyalty programs, etc.

Support Service

With more than 10,000 Aloha terminals installed in San Diego and across the nation, SDCR also holds an industry-leading customer support division with a 24/7-staffed help



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desk, an in-house hardware repair center, and a stocked warehouse with new equipment and spares. Pelle Atterholm, Director of Marketing, explains, "We have always responded quickly to new technologies and the evolving needs of the industry, but our support infrastructure is truly state-of-the-art. Investing more than \$300,000, we wrote a piece of software that tells us (or any of our customers) in real-time, the status of any given help desk call, hardware repair, or hot-spare equipment. This is something no one else in the industry can claim to have."

Current San Diego Customers

Current San Diego Fine Dining customers include (but are not limited to):

The Cohn Restaurant Group (The Prado, Indigo Grill, Gaslamp Strip Club, Blue Point Coastal Cuisine, Corvette Diner, Kemo Sabe, Dakota Grill, Bellefleur), The Brigantine Family of Restaurants (The Brigantine, Azul – La Jolla, Miguel's Cocina, Zocalo Grill), Karl Strauss, Café Sevilla, Bertrand at Mister A's, Mille Fleurs, George's at the Cove, Laurel Restaurant, Yard House, Fleming's Prime Steakhouse & Wine Bar, Donovan's, Trattoria La Strada, and Rock Bottom Breweries.

Current San Diego Quick Service customers include (but are not limited to):

Daphne's Greek Café, Fins Mexican Eatery, Port of Subs, Pizza Port, Tapioca Express, and D'Lush.

Current San Diego Pub, Bar & Nightclub customers include (but are not limited to):

The Bitter End, On Broadway, Onyx, Red Circle Café, E Street Alley, Chive, Aubergine, Martini Ranch, The Field, Shakespeare's Pub & Grille, Princess Pub & Grille, Maloney's, Coronado Brewing Company, Callahan's Pub, Seau's, Moondoggies, PB Bar & Grill, and McGregor's Ale House.

About SDCR Business Systems

SDCR Business Systems is a leading provider of POS solutions and services for independent and multi-unit operators in the foodservice, hospitality, retail, and grocery industries. Founded 1968 in San Diego, SDCR has grown from a small cash register company to become one of the leading full-service POS corporations in North America. SDCR annually hosts four free seminars on the latest developments in Point-of-Sale technologies – where the latest technologies are shown and demonstrated in regards to fulfill the customers' demands. SDCR can be reached at 800-683-2778. More company information can be found at www.sdcr.com.

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