



Silver Diner Development, Inc., Signs Online Ordering Agreement with CBORD

Results of one-year pilot test lead to deal

For Immediate Release

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Ithaca, New York—The CBORD Group, Inc., the world’s leading provider of software solutions for online ordering, food and nutrition management, and cashless card systems, announced today that Silver Diner contracted to add CBORD’s online ordering systems to their restaurant chain.

Silver Diner operates fifteen casual dining restaurants in Maryland, New Jersey, and Virginia. The menu is American and the food is served in a fun diner environment. Mike Snow, Director of Information Systems for Silver Diner, stated that “for the past twelve months, we have successfully piloted CBORD’s Webfood online ordering system and are now implementing it for all our restaurants. Our vision is to serve our customers by meeting their lifestyle needs. Online ordering fit that vision. Our criterion for success was a system that was easy for our customers to use and easy for us to maintain. That’s not necessarily an easy task when your menu contains one hundred unique items across four meal periods!” Snow, who personally managed all aspects of the pilot study, noted that “the entire pilot experience is one of testing, learning, and implementing. We found CBORD’s Webfood online system to be robust and flexible. The direct interface with the MICROS POS system is the key feature. The order is directly entered into our system, which transmits the order straight to our kitchen.”

Snow added that another system strength is the administrative function. “Any changes we make in our POS system interface transfer automatically to Webfood. There’s no dual entry. We can also build in order lead times and limit the number of orders we can efficiently handle. Webfood also allows us to track which orders are web generated. That helps accelerate the learning process. We have just begun to see the potential rewards, with increases in average checks, speed of service, order accuracy, and overall customer satisfaction.”

Silver Diner is optimistic about its online ordering program: “Every day we learn a little more, especially in terms of how to promote it to our customers. We expect big results from the catering function, which will increase our breakfast and luncheon day parts, in addition to dinner takeouts.”

On selecting a partner, Snow commented, “We chose CBORD based on their ability to meet the high standards we set to serve our customers. To a degree, every online system must be customized, and CBORD’s project and implementation team met our demands every step of the way.”

“This is very exciting news, both for CBORD and for Silver Diner,” said Randy Eckels, Senior Vice President of Sales and Marketing for CBORD. “Silver Diner is out in front of the trend we see for online ordering. Throughout the pilot process Silver Diner has been diligent to make the program work and deliver the best online ordering process for their customers. We look forward to our partnership. With nearly two million orders processed through our Webfood solution, we’re helping customers like Silver Diner meet the growing consumer demand for the convenience of online food ordering.”

About Silver Diner

Silver Diner, which owns and operates fifteen restaurants throughout the Mid-Atlantic United States, currently turns over \$50 million per year. It is the largest chain of diners in the country and has the highest volume, with street-side sales approaching \$1,000 per square foot.

The unique and highly differentiated brand focuses on “Authentic American Classics” updated with contemporary alternatives and served within the nostalgic and upmarket environment of a classic diner. Featuring authentically branded décor and service style, its hospitality is renowned as “contagiously friendly.” Silver Diner offers a traditional selection of American-style foods, including burgers, fries, meatloaf, steaks, and shakes. The Silver Diner team of over one thousand associates and managers serves more than four million customers a year.

About The CBORD Group, Inc.

The CBORD Group serves chain restaurants, supermarkets, healthcare facilities, colleges and universities, corporations, and a host of other market segments. CBORD’s products are used in food service, catering, nutrition services, online ordering, call centers, self-serve kiosks, campus ID card privilege control, access control and electronic security, housing services, cashless dining, online ordering, and other institution-wide activities. CBORD products and services are used by more than 5,000 organizations in the United States, Canada, Europe, South Africa, New Zealand, and Australia.

The CBORD Group was founded in 1975. Today it employs more than 475 professionals. To learn more about CBORD, visit us at www.cbord.com.

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