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## PRESS RELEASE

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### **Pita Pit Partners With Software Company Maitre'D** **New sales management system to be rolled out nationwide**

COEUR D'ALENE, ID – Pita Pit USA has joined forces with restaurant software company Maitre'D to implement a new Point of Sale system for its 180 locations across the country.

After months of researching and testing new sales administration systems, the Pita Pit chose to work with Maitre'D, a Point of Sale software company based in Seattle, Washington. The restaurant chain was looking for a technological solution to help manage each location in an efficient and cost-effective way, as both sales and number of locations have increased in the past few years.

“Our goal was to find a POS system that would make the task of running and managing a restaurant easier, and be beneficial to the owner’s bottom line,” said Paul Erwin, VP of Administration for Pita Pit USA, Inc. “We needed a solution that was user-friendly, efficient, and reliable, but one that also offered a partnership of support. We’ve found these in Maitre'D.”

The Pita Pit has already started rolling out the Maitre'D software to many of its existing locations. In addition, each new location will use the software along with PartnerTech hardware to manage its sales.

The new system will work in conjunction with the Pita Pit’s recently implemented Heartland-Chockstone gift and loyalty card program, the PIT Card.

The Pita Pit has been named one of Restaurant Business Magazine’s “Future 50” fastest-growing small chains in the United States. It was also ranked one of the Top 100 Global Franchises in 2009 by Franchise Direct, as well as appearing on Entrepreneur Magazine’s Franchise 500 list and the INC. 5000 list of fastest growing private companies for the past three years.

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**About The Pita Pit:** Founded in 1995 in Ontario, Canada, The Pita Pit was a fast food restaurant with a new and unique approach. The goal was to offer quality, healthy, fresh food fast. Realizing great success, they began franchising across Canada in 1997.

Franchising in the United States began in 1999, and Pita Pit Inc. was formed. The first US store opened in Syracuse, New York, and the second in Moscow, Idaho. In April 2005, Pita Pit Inc. was acquired by Pita Pit USA, Inc. and the Pita Pit concept now boasts nearly 300 stores in North America.

The Pita Pit connects healthy food with people seeking alternatives to the typical fast food choices. Its motto is “fresh thinking – healthy eating”, featuring a menu based on the customer’s choice of grilled meats, fresh vegetables, zesty sauces, and a pita rolled into a unique and convenient package.

Pita Pit Inc. is a wholly owned subsidiary of Coeur d’Alene, Idaho-based Pita Pit USA, Inc.

For more information about The Pita Pit, visit [www.pitapitusa.com](http://www.pitapitusa.com).

**About Posera and Maitre’D:** Posera Software provides the restaurant industry with the latest technologies that offer flexibility, simplicity and increased efficiency. Maitre’D software encompasses seamlessly integrated solutions that provide managers with the tools that they need to streamline their operations and facilitate management. These solutions are designed to meet any concept’s specific needs, with fully customizable POS, Back-Office, Corporate and ASP applications

Posera is a global solution provider that operates offices in Seattle, Montreal and Glasgow, and has a reseller network that covers North America, Europe, the Middle East, Africa, Singapore, and Australia.

For more information, visit [www.posera.com](http://www.posera.com) or [www.maitredpos.com](http://www.maitredpos.com).