

2007-03-07 Transax and Cooltag announce the integration of the different payment and marketing platforms of MTY Tiki Ming Enterprises Inc.

VARENNES, March 7 /CNW Telbec/ - MTY Tiki Ming Enterprises Inc. ("MTY"), a Canadian quick service restaurants-franchisor, Transax Technologies Inc. ("Transax"), a Canadian leader of payment processing applications and Cooltag Technologies Inc ("Cooltag"), a Quebec leader of loyalty marketing applications, announce the signature of a multi year agreement.

"Since we have grown so much by acquisition and organically over the years, we were looking at solutions that would enable us to standardize our different payment and marketing platforms while ensuring us to be ahead of the technology curve. The KwikXTM platform of Transax allows us this flexibility while allowing us to use the marketing loyalty programs of Cooltag", said Mrs. Claude St-Pierre, Chief Financial and Operating Officer of MTY.

"Customers expect a better experience for their patronage and their loyalty is increasingly harder to earn. Cooltag is proud that MTY has selected their suite of solutions and will help hence customer value, purchase frequency and customer wallet share through its Cooltag Rewards applications", stated Anthony Pettas, director of marketing and technology of Cooltag.

"As the payment means increase, it becomes very difficult for retailers to have a unique solution. The scalability and opened architecture of the KwikX(TM) platform allowed us to integrate quickly and effectively the various solutions. The technological advancement of Transax allows adapting to complex environment while maintaining bank standards and their norms of security", mentioned Jean-Pierre Gagnon, president of Transax.

About MTY

MTY is among the foremost quick service companies in Canada. It operates 19 banners, of which 16 are fully owned and 3 are under exclusive license agreements. MTY Group's multi-bannered strategy has allowed it to become a leader in its class. Recently, MTY acquired both Koya Japan and Sushi Shop. These two banners join Suki-yaki to make MTY one of the strongest players in the Japanese quick service category in Canada. MTY works hard every day to assert itself as a dynamic and innovative organization. The company maintains a leading position in its market through acquisitions and national and international expansion, as well as continuous operational improvements for service that consistently exceeds consumer expectations. With over 775 units and a broad range of quick service solutions, MTY is uniquely positioned to satisfy the many tastes and needs of consumers. (www.mtygroup.com)

About Cooltag

Cooltag is a loyalty and gift marketing fulfillment firm, dedicated towards helping companies identify the right customer loyalty strategies and then putting them to work. Cooltag enables companies to maximize profitability and value of customer relationships through a unique combination of strategic planning, technology, and marketing expertise. Cooltag's mission is to provide retailers with an optimal, real-time, turn-key, self-propelled network loyalty program based on the Cooltag Rewards platform. (www.cooltag.com)

About Transax

Transax is a Canadian company specializing in the sale and service of ATMs (Automatic Teller Machines) and point-of-sale terminals (POS terminals). Through its KwikXTM proprietary interconnection platform, Transax is able to aggregate all type of transactions sending them for real time authorization to the appropriate hosts. This platform also provides for the rapid integration of any point-of-sale system to any type of payment method. (www.transax.net)

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