

Everything you've always hated about POS is about to Change Reintroducing Halo[™] – Leaders in Secure Web-based POS

Vancouver, B.C., Canada: October 11, 2006 - Vivonet announced today the re-launch of its brand, Halo, the leader in secure web-based point-of-sale (POS) and payment processing for the hospitality industry.

“During our brand research, we found the POS industry to be plagued with high prices, poor service, unnecessary complexity, and a general apathy to the issues facing restaurateurs. Business owners have grown accustomed to this and are accepting these poor practices as industry standards. With the re-launch of Halo, we wanted to address these issues and provide restaurateurs with a viable alternative to traditional POS”, states Ryan Volberg, C.E.O of Vivonet Inc.

Simplicity:

The experience of buying a POS system for the first time can be a daunting, confusing and frustrating process. The new Halo website changes this experience, by providing a wealth of information for anyone looking for a POS system.

Visitors to the site can learn about the difference between traditional POS and Halo's web-based model; view competitive price comparisons, read up on POS purchasing tips, view demonstrations of the Halo products, watch Halo customer testimonial videos and price a Halo system for their restaurant.

From a user standpoint, Halo defines what a POS system should do; make restaurateurs' lives easier. The demands of the restaurant industry make it difficult for restaurateurs to spend time away from their restaurant.

Because Halo is web-based, Halo provides a solution that customers can use to access and manage their business from anywhere they have access to the internet. Prices and menu items can be changed for all locations instantly. Reports can be viewed in real time giving restaurateurs the flexibility to act on issues as they happen and be away from their restaurant more often.

Accessible Pricing:

When opening a new restaurant, it is difficult to predict the initial capital required to invest in a POS system. Equipment costs, hidden fees and inflatable service contracts are difficult to predict and, in some cases, the information is hard to obtain.

Since Halo is committed to transparent pricing, customers can receive real-time system quotes and comparative costs of ownership through the Halo Price Calculator, removing the guesswork of budgeting for a solution. Halo's upfront costs are lower than traditional POS giving restaurants the access to POS they might not normally have.

Success Enabling:

Halo gives restaurateurs the tools, information and knowledge they need in order to be successful. This is best illustrated through the Halo Community.

The Halo Community acts as a forum for Halo customers to maximize their Halo experience, contribute to Halo's growth and development, make product and feature suggestions, discuss industry best practices and anonymously compare their performance against other Halo users. Halo users can immediately see how they compare to a broad sample of food service operations across North America. Never before have restaurant operators been able to accurately measure themselves against the market to get a true and relevant perspective of their performance.

To date, market and benchmarking data have been speculative at best, often emerging from casual conversations with suppliers and other operators. While every POS system will tell you what your sales are, only Halo gives this information the relevance it needs to by placing it in the context of how the market is moving, both historically and in real-time.

"We developed the Halo Community because we wanted to provide our customers with a support network they could rely on to give them the support they need in an already challenging industry, adds Volberg.

The Halo re-brand is more than just a new logo, it's a new approach to POS where restaurateurs' needs are heard and acted upon.

"The community aspect of Halo - they really listen to the customer where most of the bigger companies I've used have been non-responsive to our needs," states Reed Clemmons of Capitol Brasserie in Austin, Texas and Halo Customer.

About Vivonet:

Established in 1999, Vivonet is an on-demand solutions provider that enables, acquires and organizes millions of transactions every month for customers in the hospitality and retail sectors across Canada and the United States. Vivonet provides on-demand enterprise management, point-of-sale (POS), payment processing and performance benchmarking solutions for its customers. Vivonet's unique ability to aggregate the transaction data created by its customers allows their customers to benchmark their performance against other users and the industry at large – leading to better performance and higher business success rates.

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Halo is a member of the Vivonet Community of Brands
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