



For Immediate Release

July 1, 2008

Contact: Lisa Wilson

Lwilson@actionsystems.com

301-445-6100 x104

Craig Bednarovsky Appointed Director of Sales and Marketing Brings Strategic Expertise to ASI's Expanding Sales and Marketing Efforts

Silver Spring, MD - July 1, 2008 - Action Systems, Inc.(ASI), a leading provider of point-of-sale and management software for use in the foodservice industry, today announced the appointment of Craig Bednarovsky as Director of Sales and Marketing. In this role Bednarovsky is responsible for providing strategic and operational leadership to ASI's global marketing and sales operations, as well as charged with driving continued market growth and expansion.

Bednarovsky brings over 14 year of experience in sales and marketing leadership roles. Most recently Bednarovsky served for over three years as an independent strategic management and process consultant on engagements for leading consultancies such as BearingPoint and Accenture. In that role Bednarovsky helped clients envision, define, execute and measure sales and marketing strategies, including analyzing market opportunities, segmenting customers and launching targeted efforts to capture market share. Prior to consulting, Bednarovsky spent seven years at General Electric's (GE) e-commerce unit in various marketing leadership roles holding overall P&L, product and marketing ownership for major global product lines.

"Craig's background and experience are just what ASI needs to help us reach the next level." said Alex Malison, CEO of ASI. "Craig brings deep strategic marketing planning experience coupled with strong operational capabilities to ASI. We look forward to him aiding our continued growth as a leading provider of POS software via our flagship solutions, Restaurant Manager POS and The Write-On Handheld."

more ➔

Craig Bednarovsky (page two)

Restaurant Manager offers a total POS solution for the entire food service industry and can be easily tailored for use in any sort of food service establishment, from a four-star fine dining restaurant to a regional pizza delivery chain. The Write-On Handheld, a component of the Restaurant Manager solution, is a wireless device that relies on handwriting recognition to serve as an intuitive tableside POS order taking, payment and management tool. Use of the Write-On Handheld eliminates the time wasting need to navigate graphical touch screen menus, enables increased protection against identity theft and can instantly alert managers to items that require their attention.

About ASI

ASI was founded in 1987 and is a leading provider of point-of-sale and management software for the foodservice industry. ASI offers its software products through a network of 200+ Value Added Resellers across the continental United States, Canada, Europe and Asia. ASI can be found on the Web at www.rmpos.com.