

MAXI'S GOES WIRELESS

Johannesburg, 23 June 2008, Maxi's today announced their new deal with Vodacom's Wireless G arm to install WI FI hotspots in every Maxi's restaurant across the country.

"We are extremely excited about the partnership with Vodacom, and are looking forward to providing this additional service to our customers," says Christo Calitz, managing director of Maxi's. "It's just another way for us to provide "More than just a meal" to our customers.

The deal sees Vodacom's Wireless G supplying Maxi's stores with the equipment needed as well as setting everything up for the store. Wireless G will install a unique, fully secured and managed Wireless 54Mbps, 802.11g Hotspot solution in the restaurant seating areas. This Hotspot platform will consist of "Access Point/s" units that are VLAN capable and will be installed to be as unobtrusive as possible so as to not detract from the Maxi's décor. All internet access provided will also be monitored by Wireless G's Customer Care Centre on a continuous basis.

Patrons can access the internet through the use of Wireless G's landing page where customers can purchase vouchers on line. This means that consumers can log onto the Vodacom Wireless G site, buy credits online (time or size of file) and get connected to the internet. Wireless G will also provide the outlet with collateral to communicate to the WI FI hot spot.

The wireless internet access will be offered on a managed and secured platform. Wireless technology will be utilised throughout the venue to ensure optimal High Speed Internet Access.

With a vision to position Maxi's as the preferred quick service restaurant franchise chain in South Africa, the company embarked on a mission to reposition the fourteen year old brand last year.

Maxi's launched a new store design and brand imagery in Cape Gate Mall in June 2007, with great results and positive feedback from the customers as well as landlords and developers. Since launching, a further eight new restaurants have opened in the revolutionary design and four strategic sites have been revamped, namely Menlyn, Jakaranda, Alberton City and East Rand Galleria. The revamped stores are reporting up to 25% increase in sales since their revamp.

Part of their brand invigoration was the purchase of 8 of the BJ's Caltex highway sites to convert to Maxi's and increase the brand's visibility and national footprint. The first of the BJ's conversion will be The Bridge on the N1 Highway, in Midrand, which will be converted by the end of August. As part of this conversion, the Maxi's will have plug points at the majority of tables in the restaurant and Wireless G will be installing state of the art equipment to provide Wireless internet facilities throughout the 300 seater restaurant.

Maxi's focus in 2008 is a high growth plan with revamps and new store growth being the core of the brand's strategy. Currently 12 stores already have the WI FI hot spot facilities with more to follow suit.

"We have no doubt that this new service will only add benefit to our current customers, our aim is make their lives a little easier all the while enjoying a great tasting Maxi's meal," concludes Christo.

For more information on Maxi's Restaurants, please visit their website at www.maxisfood.com

/Ends

Words: [506]

Issued by : Madelain Roscher
PR Worx
011 896-1818 / 083 468 6819

On behalf of : Christo Calitz
Maxi's Restaurants
011 608 1999