



PeopleMatter Media Contact:

Joy Capps

843.300.3418 (direct)

843.730.3857 (cell)

media@peoplematter.com

NEWK'S EXPRESS CAFÉ CENTRALIZES HR PROCESSES WITH PEOPLEMATTER Fast Casual Mover & Shaker Transitions From Paper and Point Solutions to a Comprehensive Platform

CHARLESTON, S.C – MARCH 29, 2012 – [PeopleMatter](#) – provider of the only integrated talent management solution specifically built to serve hourly workforces – and [Newk's Express Café](#) – one of [Fast Casual's 2011 Top 100 Movers and Shakers](#) – today announced plans to use the [PeopleMatter Platform](#) to streamline their HR processes. Corporate-owned locations of Newk's Express will implement [PeopleMatter HIRE™](#) and [PeopleMatter LEARN™](#) to manage all of their people, processes and paperwork online in one place.

"With our experience leading and growing Newk's Express Cafe, we recognize that our employees are an investment and a key asset in each location," stated [Mike Gillespie](#), Director of Performance, Development and Culture with Newk's Express Cafe. "We are excited about using PeopleMatter solutions to help identify and develop employees who support the growth and success of Newk's Express Cafe."

Newk's strives to meet the current needs of customers, as well as anticipate any future needs as an express casual dining experience. As a part of the fastest-growing segment in the restaurant industry, Newk's is expanding and works to hire applicants who fit with the company's culture and values.

"Prior to partnering with PeopleMatter, we used a combination of moving parts for all our HR processes - from paper to third party point solutions," said Gillespie. "Having a system in place that streamlines everything from beginning to end will help our managers track the processes as well as make targeted hiring decisions."

PeopleMatter's integrated HR tools allow owners and managers to save time, ensure compliance and eliminate unnecessary paperwork. HIRE organizes, tracks and processes applicants and new hires online, including background checks, assessments and employee verification. It also easily integrates with other systems, such as payroll and time and attendance.

LEARN provides Newk's with the tools to extend training programs that develop skilled, passionate team members using online and social tools. The software allows managers to assign customized training and testing based on location or position. The types of location-based course assignments are ideal for multi-unit franchises, which target training needs and track progress online.

"Newk's Express Café is positioned to show extensive growth and success in the fast casual industry," said [Nate DaPore](#), PeopleMatter president and chief executive officer. "The PeopleMatter Platform will streamline their HR processes and simplify their expansions, while maintaining Newk's brand quality and emphasis on customer service."

1360 Truxtun Avenue | Second Floor
North Charleston, SC 29405-2045
843.300.3400 | peoplematter.com



About Newk's Express Café

Don Newcomb, Debra Bryson and Chris Newcomb pioneered Newk's Express Café fast casual restaurant concept, defining and energizing the fastest-growing segment in the restaurant industry. Newk's was developed as an innovative restaurant concepts that not only meet consumer's current needs, but anticipate their future needs as well. For consumers, Newk's units provide a tantalizing variety of made-to-order menu choices, available for comfortable in-café dining or for convenient pick-up. For franchise owners, it's a streamlined, low labor operation that's designed for efficiency, site adaptability and multiple revenue opportunities. To learn more, visit www.newkscafe.com.

About PeopleMatter

PeopleMatter provides the only integrated talent management solution specifically built to serve hourly workforces in the service industry. Our easy-to-use online platform helps hire, develop, schedule and engage dependable talent. At PeopleMatter, we strive to change the way the hourly workforce works by delivering tools that catalyze the innate human drive to make a difference — because happy, engaged managers and employees lead to exemplary customer service. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peplematter.com.

-###-

café

1360 Truxtun Avenue | Second Floor
North Charleston, SC 29405-2045
843.300.3400 | peoplematter.com