PEOPLE MATTER ®

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PEOPLEMATTER CENTRALIZES HR FOR APPLE CENTRAL
New Applebee's Franchise Joins the PeopleMatter Family

CHARLESTON, SC – NOV. 6, 2012 – PeopleMatter — the fastest growing HR Platform designed specifically for the service industry — and Apple Central, LLC — a new 33-unit Applebee's franchise — today announced their collaboration to simplify hiring processes. Joining other Applebee's franchises that are part of the PeopleMatter family, the Missouri and Indiana-based franchise will use PeopleMatter HIRE™ to find, hire and manage its workforce.

Applebee's Neighborhood Bar & Grill parent company, DineEquity, Inc., recently sold American Franchise Capital, LLC the 33 units (locations) that now comprise Apple Central. As a sizable, new franchise, Apple Central needed an HR system to help the new owners, managers and team members seamlessly transition.

Apple Central searched for a solution that offered a simple user experience and forward-thinking solutions in one system. The company selected PeopleMatter for its strategic human resource management on one comprehensive Platform. PeopleMatter's Platform will expand and evolve as Apple Central does the same.

"The PeopleMatter Platform will centralize all our employee-related functions — simplifying the entire HR process," said Beth Reynolds-Smith, Director of HR for Apple Central. "This is the scalable solution we need to stay ahead of the curve, especially when it comes to talent management."

HIRE automates the applicant experience and saves managers' time. The applicant tracking system helps Applebee's managers quickly search through applications to identify the best candidates. Additionally, the clean user interface and ability to integrate with other software solutions helps with internal adoption of the software and provides greater return on investment.

Other key components of HIRE that benefit Apple Central include:
- **Online Applications –** Pre-hire assessments, background checks and tax credit screenings
- **Integrated E-Verify –** I-9 verification determines worker eligibility with government-approved tools
- **Work Opportunity Tax Credits –** Pre-qualified candidates for Federal tax credit incentives
- **Automated Processes –** Electronic onboarding and offboarding
- **Dynamic Sorting –** Filtering by assessment results, role and availability
- **Electronic Notifications –** Scheduling interviews, sending messages and offering jobs to candidates
- **Business Intelligence –** Comparing time-to-hire, turnover and other key metrics

"It is an honor to be selected by American Franchise Capital – a company that is led by seasoned franchise owners," said Nate DaPore, PeopleMatter President and CEO. "We provide casual dining employers — like Apple Central — an innovative solution that makes everyday HR tasks easier."

About PeopleMatter
PeopleMatter provides the only comprehensive talent management solution for the service industry. We help employers identify, develop and engage dependable talent to provide exemplary customer service. PeopleMatter's platform of HR tools handles hiring, scheduling, learning, recognition and performance management. Our integrated technology manages the process, so employers can focus on the talent. PeopleMatter. The name says it all. PeopleMatter is headquartered in Charleston, S.C., and on the Web at [www.peoplematter.com,](www.peoplematter.com) @peoplematterhr and facebook.com/PeopleMatter.HR.