



MOE'S SOUTHWEST GRILL CHOOSES ACCENT INTERMEDIA TO MANAGE ONLINE GIFT CARD SALES

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Moe's Southwest Grill, a restaurant concept featuring fresh southwest fare, has chosen ACCENT InterMedia to manage the online sales and fulfillment of Moe's Southwest Grill Gift Cards as an added convenience for guests. ACCENT InterMedia, (www.accentintermedia.com), an innovator in gift card and incentives management for over 75 brands, will manage the site development, order placement and fulfillment of gift card orders.

"We are pleased to offer this online gift-giving option to our restaurant guests," stated Joel Bulger, Moe's Vice President of Brand Marketing. "Moe's has many online followers that are generated from web-based promotions, contests and viral marketing campaigns, so selling gift cards from our website makes sense."

Moe's Southwest Gift Cards come in a variety of card designs, do not have service fees or expiration dates and can be customized for each recipient with personalized messages added to the card carrier. Gift card recipients will be able to check their card balance at the website.

Tim Clark, CEO of ACCENT InterMedia, stated, "ACCENT InterMedia has a proven record in successfully managing the gift card programs of nationally recognized restaurant brands," Clark continued, "we are excited about adding Moe's Southwest Grill to that prestigious list and look forward to growing their gift card program with our proprietary gift card applications for customized promotions, personalization, reporting and fraud prevention."

Moe's Southwest Grill Gift Cards can be purchased online by visiting www.moes.com or in store locations.

ABOUT MOE'S

Moe's Southwest Grill is a fast-casual concept featuring fresh southwest fare in a fun and engaging atmosphere with over 400 locations nationwide. At Moe's, each meal is prepared right before your eyes and is accompanied by free chips and salsa, including the Homewrecker burrito, the Billy Barou nachos, and the Close Talker salad. Founded in 2000, Atlanta-based Moe's Southwest Grill was named a Top Ten Growth Chain by Restaurant Hospitality in 2007 and is a Gold Award winner of the 2008 Consumer's Choice in Chains Awards. Moe's is owned by FOCUS Brands® Inc., the franchisor and operator of over 2,200 Carvel®, Cinnabon®, Schlotzsky's®, Moe's Southwest Grill® locations and Seattle's Best Coffee® on certain military bases and in international markets. For more information, visit www.moes.com.



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Joel Bulger, Moe’s Vice President of Brand Marketing

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ABOUT ACCENT INTERMEDIA

ACCENT InterMedia partners with world-class companies to develop, market, sell and support innovative stored value products and services. ACCENT delivers unique gift card concepts and marketing strategies that maximize client profitability, while adding value and convenience for the end consumer. Headquartered in Jeffersonville, Indiana, ACCENT provides full-service capabilities in gift card strategy, escheatment, design, fulfillment, web sales integration, application design and third party distribution.

