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POSDATA Group, Inc. Announces Strategic Point of Sale Partnership with eTouchMenu

GIG HARBOR, Wash. October 11, 2018 – eTouchMenu™ (a wholly-owned subsidiary of House Advantage, LLC) announced its partnership with POSDATA Group, Inc., the premier payments systems distributor for the North American channel. This partnership delivers server-assisted tableside ordering and customer-facing, self-ordering kiosks and tablets that plug into any existing hospitality point of sale (POS) software. The fully integrated bundle is comprised of eTouchMenu software loaded onto tabletop and hand-held ordering and payment devices deployed through POSDATA’s distribution facility in Louisville, Ky.

“We are extremely excited to officially announce our commercial relationship with POSDATA Group,” said Jon C. Wolfe, CEO of House Advantage and eTouchMenu. “We will provide customers and contacts of POSDATA with unparalleled integration, menu and payment solutions in line with what they have already come to expect. POSDATA and eTouchMenu are a perfect match in brand and culture, and meld nicely with our product philosophy of extending value of existing system investments.”

“This solution will make a powerful impact in the industry when the game-changing technologies of eTouchMenu are combined with POSDATA’s deployment services, including equipment stocking, software loading, and encryption key injection,” said Jeffrey Creighton, CEO of POSDATA. Creighton continued, “We think this partnership will be an effective way for both companies to address these very significant emerging opportunities.”

About eTouchMenu

eTouchMenu is your “always-on” digital menu and payment partner for excellence in implementing, managing, and optimizing payment and guest ordering solutions. The industry’s only agnostic provider with a comprehensive suite of digital menu solutions delivers the guest

experience, service speed and EMV pay-at-table compliance that customers require. eTouchMenu provides certified integrations with most POS providers, multiple loyalty, payment processors and PMS solutions. The eTouchMenu tablet and kiosk solutions are transforming traditional restaurant menus into immersive digital experiences with high levels of ROI. For more information on eTouchMenu, please visit www.etchmenu.com.

About House Advantage, LLC

House Advantage loyalty marketing technologies, reinforced by strategic expertise and deep industry experience, empower the world's most successful entertainment brands to seamlessly integrate powerful new marketing strategies and tools. Brands using House Advantage increase customer engagement, generate vital business intelligence and boost per-customer share-of-wallet with seamless integration and total support for their existing systems. House Advantage is headquartered in Las Vegas, Nev., with offices in Macau and Memphis, Tenn. For more information about House Advantage, please visit www.houseadv.com.

About POSDATA Group, Inc.

POSDATA Group, Inc. is the premier payments systems distributor for the North American channel. We build lasting relationships with OEM vendors and channel partners based on integrity, expertise and service excellence. Our seasoned professionals have deep domain expertise, which enables them to customize solutions to meet unique commercial requirements that drive real business results.

Founded in 1973, POSDATA is headquartered in Gig Harbor, Wash. and is privately held. The company has a certified point-to-point encryption (P2PE) key injection and distribution center in Louisville, Ky and sales offices around the country. In addition to offering leading payment equipment brands, POSDATA provides comprehensive, single-source deployment, configuration, installation, and support services. For more information, please visit posdata.com.

For product-related inquiries regarding eTouchMenu or House Advantage, please contact:

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