

FOR IMMEDIATE RELEASE

**HME Announces its attendance at the
2010 Star Franchise Association (SFA) Conference**
HME provides continued support to leading brands

SAN DIEGO, CA—SEPTEMBER 14, 2010—HME is pleased to announce their attendance at the 2010 Star Franchise Association (SFA) Convention in Half Moon Bay, CA (San Francisco area). The show which is now in its 17th year is just one of many ways HME shows support to Carl's Jr. owners and operators worldwide.

A preferred vendor and frequent attendee, HME will display their new digital *ION IQ*TM digital drive-thru system along with other leading drive-thru systems. The ION IQ is the only [drive-thru headset system](#) on the market with a complete, groundbreaking messaging center. Now owners and operators can setup *Greetings, Reminders* and *Alerts* to remind employees to wash their hands, close the back door or avoid fatigue from repeating messages at the drive-thru.

“It’s great to do business with a leading brand such as Carl’s Jr.” said HME Vice President of Sales, Paul Foley. “We both understand the importance of customer service and experience. A smooth transaction isn’t complete without a manageable drive-thru. Speed-of-service defines the drive-thru experience. Our drive-thru headset and timer systems paired with their quality products provide owners, operators and customers alike with the quality service they deserve.”

For more information on HME’s [drive-thru headset and timer systems](#), please call (800) 848-4468 or visit us on the web at www.hme.com.

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About the Star Franchise Association (SFA)

The Star Franchise Association is an organization whose mission is to represent all Carl's Jr. franchisees by communicating in a recognized and unified voice from the franchisees to the franchisor; serving as a resource for the franchise community; working with the franchisor for the common good of the system; protecting and enhancing the economic investments of the franchisees.

The goals of the Star Franchise Association include:

Establishing a representative board of directors that represent all franchisees both geographically and in number of units; developing legal opinions on system-wide franchisee issues; formalizing lines of communication among franchisees; working with the franchisor in the roll-out of new equipment, programs and products, developing purchasing efficiencies; and creating and maintaining relationships with our Vendors and other Associates

Our purpose is to create a unified franchisee organization that brings together the resources, talents, creativity and knowledge of all Carl's Jr. operators in order to allow us to maximize the value for our businesses and to promote stability and security for all franchisees within the Carl's Jr. system.

Current membership includes over 75 companies representing over 650 Carl's Jr. franchise restaurants in the Western United States.

About HME

HME was the first to introduce the wireless headset for the drive-thru to the QSR industry. Today, we lead the industry in the number of worldwide QSR communication and timer system installations. HME is the only manufacturer that provides total solutions for the QSR drive-thru, including wireless and cabled communication systems, timers, service and support.

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Product photos available upon request.

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