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NEW ENGLAND BURRITO COMPANY GETS “INSPIRED” TO GO PAPERLESS AND STREAMLINE ITS HR PROCESSES WITH PEOPLEMATTER HIRE™

CHARLESTON, S.C. – DEC. 6, 2010 – Boloco, an innovative restaurant company offering “inspired burritos” to the New England area, announced that it will implement PeopleMatter Hire™ to help find, hire and manage its workforce. Boloco will deploy the PeopleMatter talent management system to automate and streamline its hiring and onboarding tasks, such as applicant tracking, background checks, hiring assessments and electronic I-9 verification, to its 16 locations.

Personal interaction and employee value have been integral principles to the Boloco brand since it was founded in 1997. Boloco chose PeopleMatter as its HR technology provider because of their shared vision for growth, innovative technology in the workplace, a strong company culture, and a passion for people. PeopleMatter Hire combines these values in a talent management solution that also consolidates and automates all hiring tools into one, easy-to-use system. Hire’s simple, clean user interface and ability to translate into multiple languages ensures high internal adoption and a greater return on investment.

Boloco also embraces the tech-savvy, well-connected, up-and-coming Generation Y workforce. Boloco appreciated the PeopleMatter product ecosystem’s seamless integration with social media tools and applications that will keep its workforce motivated and engaged as the company expands.

"We chose PeopleMatter as another important step in our mission to positively impact the lives of our people through bold and inspired food and practices," said John Pepper, co-founder and chief executive officer. "PeopleMatter's tools provide a simple, engaging way to connect our teams, culture and brand while giving our HR team more opportunity to focus on what matters most to our teams. The fact that PeopleMatter includes social media integration is a real plus too!"

“The Boloco brand is a great match for PeopleMatter’s solutions,” said Nate DaPore, PeopleMatter president and chief executive officer. “Our tools put people over paperwork and simplify HR tasks, so managers can focus on engaging their workforce and providing excellent customer service.”

PeopleMatter continues to rapidly develop products to transform talent management in the service industry, with plans to launch scheduling and learning modules next as part of the PeopleMatter product ecosystem.

About PeopleMatter

PeopleMatter is a talent management solution for the service industry. We help companies like restaurants and C-Stores hire dependable employees and other service-industry employers, ignite their passion and inspire enduring loyalty by providing a comprehensive suite of HR tools including hiring, learning, scheduling, performance management, rewards and recognition and workplace social media collaboration. Our mission is to transform the workplace by providing managers and employees with tools that catalyze the innate human drive to make a difference—because happy,

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engaged employees and managers lead to exemplary customer service. PeopleMatter. *The name says it all.* PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peoplesmatter.com.

About Boloco

Boloco is a Boston-based chain of 16 restaurants located throughout New England that serve traditional and inspired burritos, bowls, salads, smoothies, and shakes using a blend of bold, inspiring and often unexpected ingredients. Every order is made to the specific wishes of each guest. Boloco was the first chain of restaurants in New England to become Certified Green™ by the Green Restaurant Association – most popular of its latest initiatives in sustainability are naturally-raised meats, potato starch utensils, and bamboo bowls. To join the conversation, visit twitter.com/boloco, facebook.com/boloco or visit www.boloco.com.

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