

Friendly's Restaurants Partners with Intalytics for Real Estate Analytics

Ann Arbor, MI (October 25, 2016) – FIC Restaurants, Inc. (Friendly's restaurants), an iconic American brand that serves signature sandwiches, burgers and ice cream desserts in friendly, full service restaurants, has engaged Intalytics to develop customized predictive analytics that will support decision-making related to new unit deployments throughout the U.S. The predictive solution will be integrated within SiteIntel, Intalytics' proprietary speed of thought analytics platform, enabling Friendly's to generate predictive insights on a go-forward basis.

"We are thrilled to formalize this partnership with Friendly's, and welcome them to the Intalytics family," said Dave Huntoon, President of Intalytics. "As Friendly's seeks to expand its analytical capabilities, our partnership will focus on the development of a data-driven foundation that will inform real estate decision-making in the future. With a custom sales forecasting model deployed within our SiteIntel platform, Friendly's will possess unparalleled insights into new location and market expansion potential."

"The predictive analytics expertise that Intalytics brings to Friendly's is unmatched in the industry," said Dave Ulgenalp, EVP, Chief Development Officer for Friendly's. "We are excited to partner with Intalytics, and look forward to leveraging customized sales forecasting capabilities within their SiteIntel application."

About Intalytics

Intalytics (<http://intalytics.com>) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

About FIC Restaurants, Inc.

FIC Restaurants, Inc. is a restaurant company that operates under an iconic brand name (Friendly's), serving signature sandwiches, burgers and ice cream desserts in friendly, full service restaurants. Together with its franchisees, the company has system-wide sales of over \$320 million. For over 80 years, Friendly's restaurants and their dedicated service teams have delighted generations of guests by offering every day value on great tasting food and ice cream creations. For the future, Friendly's has plans for introducing new and innovative food and ice cream offerings, bright new restaurants, and unique ways to reach and satisfy guests. For additional information please visit www.friendlys.com.