

Johnny Rockets Engages Intalytics for Market Planning Insights

Ann Arbor, MI (October 12, 2016) – Johnny Rockets, the leading global restaurant chain providing a classic all-American experience, has retained Intalytics to develop sales forecasting models that will assist in prioritizing new unit deployment opportunities. These models will also be deployed within SiteIntel, Intalytics' proprietary speed of thought analytics platform, enabling Johnny Rockets to generate on-demand insights moving forward.

“We are very excited about the opportunity to work with Johnny Rockets.” said Dave Huntoon, President of Intalytics. “As Johnny Rockets seeks to build on its existing base of more than 350 restaurants, leveraging a data-driven approach is critical to unearthing additional expansion opportunities in the U.S. With a customized sales forecasting system embedded within our SiteIntel platform, Johnny Rockets will step to the forefront as a leader in the use of predictive analytics in real estate decision-making.”

"Johnny Rockets opened more than 60 restaurants globally in 2016" said James Walker, President of Development and Operations for Johnny Rockets, “With our aggressive worldwide growth plan in 2017, Intalytics and their SiteIntel platform will serve as a valuable tool for developing sales forecasting models and growth strategies for both franchise and corporate locations.”

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 Johnny Rockets

Johnny Rockets is an international restaurant franchise that offers high quality, innovative menu items including fresh, never frozen 100% beef cooked-to-order hamburgers, Veggie Boca® burger, chicken sandwiches, crispy fries and rich, delicious hand-spun shakes and malts. This dynamic lifestyle brand offers friendly service and upbeat music contributing to the chain's signature atmosphere of relaxed, casual fun. Founded in 1986, Johnny Rockets operates more than 350 franchise and corporate locations in 28 countries around the world. For more information, visit www.johnnyrockets.com.