

Beef ‘O’ Brady’s Selects Thomas International’ On-Demand Behavior and Aptitude Assessments

Sports-Pub Franchise to Utilize Service to Recruit, Develop, and Retain Top Talent

FOR IMMEDIATE RELEASE

Tampa, FL (October 13, 2010) – Beef ‘O’ Brady’s, a 240-unit restaurant franchise known for its fresh and flavorful chicken wings and burgers, as well as creating a bond with communities across the country, has announced a new partnership with Thomas International, a global leader in providing on-demand behavioral and aptitude assessment reports geared towards recruitment and retention.

“As Beef’s continues to pursue growth in non-traditional locations to compliment traditional owner operator models, partnering with a proven, established company such as Thomas International will be key in bringing in the best talent that will help drive our expansion plans,” said James Walker, Chief Development Office for Beef ‘O’ Brady’s. “Thomas’ on-demand assessment reports are going to vital in our overall recruitment and retention, and we look forward to a long-term professional relationship.”

In the partnership with Beef ‘O’ Brady’s, Thomas International will be responsible for providing software-as-a-service (SaaS) technology that will be designed to measure people's behavioral style at work, identifying their strengths and possible limitations and measuring their mental agility. Utilizing the Thomas International’ reports and assessments, Beef ‘O’ Brady’s will attract top-notch talent, and then give given solutions to develop, coach, train and retain that top talent.

“We are thrilled to partner with Beef ‘O’ Brady’s to provide Thomas International’ innovative reporting that will give the franchise concept an edge in finding the best talent to spur growth,” said Jean Mackintosh, Director of Business Development for Thomas International USA. “Having completed more than a million on-demand assessments each year, we are designed to meet the unique requirements of any company and increase their workforce effectiveness.”

About Thomas International, Inc.

Thomas International is a global provider of objective management systems and work-based assessment tools. With over 30 years of experience, we enable organizations to recruit, retain, develop and manage their people effectively. Our experienced team of consultants and advisors support clients to achieve outcomes of reduced attrition, higher employee productivity and engagement, and more effective leadership – positively impacting the bottom line.

About Beef 'O' Brady's

Beef 'O' Brady's is a fast-growing national chain of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The “kid appeal” of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style chicken wings. Beef 'O' Brady's has more than 240 open restaurants throughout the Southeast and the Midwest. Visit www.beefobradys.com for more information.

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