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For Immediate Release

Synq Solutions Uses Social Media to Drive Conversation Around Dine America Conference

Company Leverages Blog, Twitter, Video, Audio and Photos to Cover Topics of Critical Importance to QSR and Fast Casual Industries

ATLANTA, August 30, 2010 – As a sponsor of the Dine America executive conference, to be held September 12-14, 2010 in Atlanta, Synq Solutions will use social media to inspire industry conversation about the ideas, trends and solutions presented at the show. The company is promoting a special landing page on its website where it will host all Dine America content, including a blog, Twitter feed, photos and video interviews with presenters and attendees.

“So many important issues are discussed at Dine America each year, and we want to keep the conversation going beyond those three days of the show,” said Glenn Haertel, EVP of Sales and Marketing at Synq Solutions. “We also want those who can’t attend this year’s event to experience some of the ideas and conversations that go on among participants.”

Synq encourages food industry leaders to visit its landing page to participate in the social media by commenting on blog posts, linking to content and sharing multimedia with others. The landing page can be found at synqsolutions.com/dineamerica.

Produced by QSR magazine, Dine America will focus on the theme “Successful Strategies for the New Decade.” Keynote speakers will include Howard Putnam, Former CEO of Southwest Airlines, and economist Gene Stanaland, while topics covered will include BRIC countries, sports marketing, baby boomers, women in the workforce, food service legislation and the franchisee/franchisor relationship.

About Synq Solutions

Synq Solutions is the nation’s premier provider of in-store marketing for the QSR, fast casual and retail industries. The company streamlines the print and fulfillment process of

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marketing execution so clients can reduce costs and reclaim time to focus on their core business. Synq is headquartered in Atlanta with printing and fulfillment centers in Atlanta and Las Vegas. The company currently serves over 56,000 locations across 20 concepts. Learn more at synqsolutions.com.

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