

FOR IMMEDIATE RELEASE**Boston Market featured on CBS' *Undercover Boss* using System 30 drive-thru timer and drive-thru belt-pacs from HME**

Marks second time HME equipment has been seen on television series

SAN DIEGO, CA — February 21, 2013 — On Friday, February 1, several Boston Market restaurants were featured on the hit CBS television series, *Undercover Boss*. One restaurant in Fort Lauderdale, FL, is shown using HME drive-thru belt-pacs and the HME System 30 drive-thru timer. HME's System 30 plays a prominent role in the segment, demonstrating how drive-thru timers work to increase speed of service to customers.

Undercover Boss features top executives in disguise, working on the front lines to reveal an insider's look at the daily operations of their business. Boston Market Chief Brand Officer, Sara Bittorf, was featured traveling to numerous restaurant locations, and then reporting her experiences to the CEO to guide future decision-making involving the company. The episode includes a segment on how [System 30A drive-thru timers](#) track and display wait times so that restaurant staff members are literally competing with the clock to expedite orders.

HME is a long-time supplier to Boston Market, and looks forward to continued efforts to enhance their customers' drive-thru experience.

The System 30 timer is just one of many drive-thru timer options from HME. HME offers DASH, a System 30 upgrade package, and the new ZOOM timer system with real-time graphic displays and multiple tracking options. The result of these timers is better service, more customers served per hour, and a dramatic effect on profits for QSR operators. In addition to displaying service times to employees, the System 30 drive-thru timer system also enables management to track and evaluate service times. Armed with real-time, user-friendly reports, managers can make adjustments and even give incentives to crew members with contests to increase speed and efficiency in the drive-thru lane.

To view the show in its entirety, visit http://www.cbs.com/shows/undercover_boss/.

To find the Boston Market closest to you, visit www.bostonmarket.com.

For more information on the System 30 and other HME drive-thru timers and drive-thru headsets, visit www.hme.com today.

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ZOOM is a registered trademark of HM Electronics, Inc.

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About HME

HM Electronics, Inc. is a diverse group of companies providing solutions that enhance productivity and customer service in markets including restaurants, sports and professional audio. Founded in 1971, we sell, service and support products in 89 countries worldwide, via company-owned offices in the U.S., Canada, Europe, and China, and an extensive network of HME-authorized distributors, dealers and service agents. Every day quick service restaurants take over 24 million orders using HME systems. With the recent acquisition of Clear-Com, HME is the world's leading provider of professional intercom systems. To learn more, visit www.hme.com.

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