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**For Immediate Release**

**Exousia Business Metrics and The Mershimer Group team up  
to provide Business Activity Monitoring for Loss Prevention**

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*Unique monitoring solution enables insight and timely management of restaurant operations.*

NEWBURYPORT, MA (November 2004) – Exousia Business Metrics, Inc., a leading provider of Decision Support Systems to the hospitality and retail industries, announced today that it will partner with The Mershimer Group, Inc. a leading firm of Loss Prevention and Royalty Assurance to tackle Loss Prevention challenges for foodservice and retail franchised companies.

Michael Mershimer, Chief Executive Officer and President of The Mershimer Group stated that “Exousia’s **Insight™** product provides instant value as it immediately gives us real information and performance measures to capture theft and Royalty Assurance challenges. No product we have seen delivers the variety and depth of analytical insights that you get with the **Insight™ 2i** analysis application.

Ted Mountzuris, Chief Executive Officer of Exousia Business Metrics, said “We are very excited about partnering with The Mershimer Group”. This relationship will give us an opportunity to work with a great team of professionals in the Loss Prevention area and expose our product solution to several QSR names in the industry.

### **About Exousia Business Metrics, Inc.**

Exousia Business Metrics is a Newburyport, MA based company providing insight and intelligence about operations to executives and operators of multi-unit/multi-concept hospitality and retail organizations. Its product solution [Insight™ 2i](#) is a Web-based above-store Intelligence Performance solution providing data analysis and data management that enable organizations to increase productivity, reduce costs, and gain competitive advantage. [Insight™ 2i](#) provides a single source of data to measure, analyze, and proactively manage an operation to help drive margin improvements, revenue building, and loss prevention initiatives.

### **About The Mershimer Group, Inc.**

Through its programs, Milford, Massachusetts based The Mershimer Group helps “protect America’s favorite brands” by providing outsourced Loss Prevention and Royalty Assurance programs for franchised and company-owned retail and restaurant businesses. These programs help prevent financial loss resulting from underreporting of franchise sales, inventory shrinkage, employee theft, and other fraudulent activities.