



Creative Realities and Freddy's Partner to Bring Quick-Service Restaurants to the Digital Age

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Data-driven menu board implemented to optimize order times, strategically feature high-demand products, and adjust to occupancy and traffic

LOUISVILLE, Ky., July 12, 2022 (GLOBE NEWSWIRE) -- Digital signage leader [Creative Realities, Inc.](#) ('CRI', NASDAQ: CREX, CREXW) and fast-casual restaurant concept [Freddy's Frozen Custard & Steakburgers®](#) announced today the launch of their new fully digitized design-optimized menu board. The digital signage-based technology enhancement provides a more seamless experience for Freddy's Guests and team members by reducing order and fulfillment times and better facilitating product choice through data-driven design strategy.

"Freddy's and Creative Realities have been collaborating on next-generation technology projects for years, so we knew from the beginning that we wanted Creative Realities to take charge of these more strategic, digitized menus," said Sean Thompson, IT Director at Freddy's. "From consulting to design and implementation to the customer care that follows project deployment, Creative Realities brings every piece of the project to the table with expertise and the highest skill level in the market. And now our customers get to reap the benefits of a brilliantly designed menu, shorter wait times for their food and focusing on enjoying their meals and time spent with family and friends."

Freddy's originally engaged Creative Realities as a consultant to analyze and optimize their menu board design, which included providing insights to better predict and influence customer behavior, increase customer throughput during ordering and the creation of a consistent brand identity across franchise and corporate locations.

With their deep industry knowledge of Guest decision-making factors, Creative Realities content designers worked closely with Freddy's marketing and operations teams to create a wholly new menu board approach. Following a successful pilot test, Freddy's rolled out the new design and hardware at their restaurants around the U.S. and utilized Creative Realities for the implementation of Freddy's new digitalized outdoor walk-up and drive-thru solutions. These types of technology upgrades boost the pace, size and throughput of transactions, helping Freddy's reach and exceed ROI goals that justify the investment.

"We've only just begun to see how technologies and data like this can be applied in quick-service restaurants," said Rick Mills, CEO of Creative Realities. "When QSRs utilize and properly analyze customer data, they can leverage next-generation digitization and personalization to create the highest and most seamless experience for customers – and we are thrilled to be at the forefront of these transformations."

About Creative Realities, Inc.

[Creative Realities](#) helps clients use the latest omnichannel technologies to inspire better customer experiences. CRI designs, develops and deploys consumer experiences for high-end enterprise-level networks, and is actively providing recurring SaaS and support services across diverse vertical markets, including but not limited to automotive, advertising networks, apparel & accessories, convenience stores, food service/QSR, gaming, theater, and stadium venues. The company has operations across North America with active installations in more than 10 countries.

About Freddy's

[Freddy's Frozen Custard & Steakburgers](#) is a leading fast-casual franchise concept with more than 440 locations across 36 states nationwide. Founded in Wichita, Kansas, in 2002, the brand offers a unique combination of cooked-to-order steakburgers, all-beef hot dogs, shoestring fries and other savory items along with freshly churned frozen custard treats. Known for operating the Freddy's Way, Guests experience genuine hospitality and food prepared fresh with premium ingredients. This signature approach has fueled Freddy's ongoing growth throughout the U.S. and garnered national recognition from industry-leading rankings, including being named No. 1 on Forbes Best Franchises to Buy and No. 59 on Entrepreneur's Franchise 500. For more on Freddy's, visit the [newsroom](#) and follow us on Facebook, Twitter, and Instagram. For more information about development opportunities, visit <https://freddysfranchising.com/>.

Cautionary Note on Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, and includes, among other things, discussions of our business strategies, product releases, future operations and capital resources. Words such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance, conditions or results. They are based on the opinions, estimates and beliefs of management as of the date such statements are made, and they are subject to known and unknown risks, uncertainties, assumptions and other factors, many of which are outside of our control, that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking statements. Some of these risks are discussed in the "Risk Factors" section contained in Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2021 and the Company's subsequent filings with the U.S. Securities and Exchange Commission. Important factors, among others, that may affect actual results or outcomes include: our ability to effectively integrate Reflect's business operations, our strategy for customer retention, growth, product development, market position, financial results and reserves, our ability to execute on our business plan, our ability to retain key personnel, potential litigation, supply chain shortages, and general economic and market conditions impacting demand for our products and services, including those as a result of the COVID-19 pandemic. Readers should not place undue reliance upon any forward-looking statements. We assume no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Contacts

Media Inquiries

Christina Davies

cdavies@ideagrove.com

Investor Relations

ir@cri.com