



FOR IMMEDIATE RELEASE

LavaBlast and Boomerang Kids: When helping local families meets the Cloud

Gatineau, November 14, 2011 – LavaBlast, a leading provider of cloud-based franchise management solutions, announced today the deployment of its flagship product, FranchiseBlast, to the first of four Boomerang Kids locations. This state of the art software solution enables Boomerang Kids to grow their franchise nationwide while allowing local families to shop smarter.

"Using the FranchiseBlast system will allow employees to focus more on helping local families," said Heather Meek, owner of Boomerang Kids. "We are expanding our franchise throughout Canada and we want to ensure the success of our current and future franchisees. FranchiseBlast will allow us to offer a complete easy-to-use system that helps store owners, employees and their customers. And now, I can even manage my business on my iPad!"

The FranchiseBlast deployment consists of an integrated suite of local and cloud-based tools that allow Boomerang Kids to automate the management recipes they've perfected throughout the years and replicate them in a franchise environment. FranchiseBlast will boost Boomerang Kids' efficiency and customer service with:

- Point of Sale (POS) stations to allow employees manage and sell all items under consignment.
- In-store interactive kiosks and web-based tools to making it possible for parents to review their account and item statuses
- A cloud-based franchise management solution giving both franchisees and franchisors immediate insight into the franchise's operations.

"We are excited to be powering the expansion of a local franchise. Boomerang Kids has a solid management team and now has the tools to support its upcoming rapid growth." said Jason Kealey, President of LavaBlast. "This collaboration strengthens our position in the Franchise Management market and has allowed us to bring on new team members and scale up our operations."



About Boomerang Kids:

At Boomerang Kids, families can help the planet and their wallet through reuse and recycling of kids clothing and equipment. Parents bring the items into the store and Boomerang Kids will take care of verifying quality, selling and, best of all, sharing profits. The concept is extremely popular and independent of the economic climate. From their four initial locations in the Ottawa region, Boomerang Kids is now expanding Canada-wide via franchising.



About LavaBlast Software Inc.:

LavaBlast produces state of the art software solutions for the franchise industry and has played an integral part in the growth of numerous franchises, both in Canada and globally. By migrating to FranchiseBlast, franchisors reap the benefits of a turn-key software solution for their franchisees and LavaBlast's deep software engineering skills to adapt their franchise in a rapidly changing technological environment.



About our flagship product, FranchiseBlast:

FranchiseBlast empowers you to run a successful franchise business with easy-to-use operational software. Manage day-to-day issues with franchisees, see everything happening in real-time and increase the level of control you have over your franchise business.

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