



CONTACT FOR BAJA FRESH:

Jerry Delucia
Director of Marketing
Baja Fresh
1-805.495-4704
Jdelucia@bajafresh.com

**BAJA FRESH® ENSURES QUALITY AND SERVICE
WITH MYSTERY SHOPPING FROM SERVICE INTELLIGENCE™**

Thousand Oaks, Calif. – August 6, 2007 – Baja Fresh Mexican Grill has partnered with Service Intelligence, a leading North American provider of mystery shopping, customer surveys, and compliance evaluations, to gauge customer perceptions and expectations. Shoppers pose as ordinary customers but are actually assessing and evaluating their experiences looking for a host of data points, which all get reported back to the organization. Service Intelligence shoppers began conducting shops in May of this year. Both “Dine-in” and “Phone Ahead/Take-out” shops are being conducted at all Baja Fresh restaurant locations in 27 states.

Baja Fresh chose to utilize mystery shopping to obtain insight on those critical frontline employee/customer interactions as well as satisfaction with restaurant and food quality. The franchise wants to further ensure that product quality and customer service are consistent with every customer at every location across the country.

Steve Reynolds, Vice President of Sales for Service Intelligence, states, “Baja Fresh is a rapidly growing chain that places high importance on consistency and brand representation. They appreciate that customer perception is a key driver of success and have initiated a customer experience evaluation program to enhance an already stellar record. Service Intelligence is excited to be working with Baja Fresh, and we look forward to helping them identify possible areas for improvement.”

Through the program, Service Intelligence collects, aggregates, analyzes, and disseminates data specific to consumer experiences. With this data, Service Intelligence is able to cultivate the connection between consumer intelligence and business strengths or opportunities, ultimately translating such into tangible operational recommendations.

“Hiring Service Intelligence as our mystery shopping partner demonstrates our ongoing commitment to delivering the highest possible level of customer satisfaction,” said James Walker, President of Baja Fresh. “Service Intelligence assists us in assuring that each and every customer receives the very best food quality and customer service and they are truly our partners in this ongoing process.”

Paul Hector, Vice President of Business Solutions for Service Intelligence, adds, “By consistently gauging measurable variables, we can gather valuable data, which allows us to spot trends in both highs and lows. Our objective is to deliver recommendations to our clients that will improve their operations and positively impact top-line and bottom-line revenues.” Hector continues, “Baja Fresh has had tremendous success to date, and they have called on Service Intelligence to continue this momentum. Every consumer-centric industry wants to know what their customers are thinking and what will encourage them to return and repurchase. Service Intelligence helps clients draw the blueprint.”

About Baja Fresh

Founded in 1990 and headquartered in Thousand Oaks, Calif., Baja Fresh operates or franchises 291 restaurants nationwide, all featuring its fresh Mexican-inspired food, made to order and served in a hurry.

Baja Fresh was named as the Platinum award-winning Mexican Chain in America by *Restaurants & Institutions* Consumer’s Choice in Chains study in July 2007.

Learn more about Baja Fresh at www.bajafresh.com.

About Service Intelligence

Since 1992, Service Intelligence has been an innovative authority and trendsetter in business intelligence, customer experience evaluation, and training. Core services include mystery shopping services, customer surveys, audit and compliance evaluations, employee awareness campaigns, interactive training, and advanced business analytics. Service Intelligence is a wholly owned subsidiary of ethics and compliance industry leader Global Compliance™, who provides a comprehensive line of information intake, information management, and awareness and education offerings to enable clients to create and maintain a culture of ethical and compliant business behavior. Together, Service Intelligence and Global Compliance serve greater than 2,000 clients including nearly one-half of the America’s Fortune 100, one-third of the Fortune 1000, and many European and Asian-based corporations including many of the world’s most recognized brands.

www.serviceintelligence.com

www.globalcompliance.com