

TGI FRIDAYS RECOGNIZED BY CIO AS ONE OF THE CIO 100 AWARD WINNERS – TWO YEARS IN A ROW

Honorees receive award during CIO 100 Symposium & Awards Ceremony

May 10, 2018—IDG's *CIO* has announced TGI Fridays as a recipient of the 2018 CIO 100 for the 2nd year in a row. The 31th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

"Every year, we are honored to showcase the technology innovation and business value delivered by our CIO 100 award winners. Each of these companies has achieved notable success in accelerating businesses to the front lines of the digital revolution," said Maryfran Johnson, Executive Director of CIO Programs for CIO Events and the CIO Executive Council. "This year's winners are inspiring examples of how IT leadership, business partnerships and customer engagement can reshape the future."

"We are extremely humbled and honored by this recognition as it's a true testament of the incredible work and results being driven by an entire team of dedicated and passionate technology/digital professionals," said Sherif Mityas, Chief Experience Officer for TGI Fridays. "The team's work in leading edge technologies, including AI and Machine Learning, has led to significant improvements for our Guests and Team Members across the globe. We are especially excited to be recognized as repeat winners, signifying our commitment to ongoing innovation and leadership for the Brand."

TGI Fridays has continued their focus on Digital and Technology innovation by extending their utilization of Artificial Intelligence (AI) applications to increase Guest engagement, improve internal operations and enhance the capabilities of our Restaurant team members to deliver great experiences for our Guests both inside and outside our locations. Combined efforts have had a measurable and significant impact on our business results including significant increases in the To-Go business and improvements in overall store profitability. AI is allowing TGI Fridays to create a real differentiation in the marketplace.

Executives from the winning companies will be recognized at [The CIO 100 Symposium & Awards Ceremony](#), to be held Wednesday evening, August 15th, at the Terranea Resort in Rancho Palos Verdes.

About the CIO 100

Recipients of this year's CIO 100 Award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of external judges (many of them former CIOs) reviewed the applications in depth, looking for leading-edge IT practices and measurable results. Finally, *CIO* editors reviewed the judges' evaluations and selected the final 100.

About TGI Fridays

In 1965, TGI Fridays opened its first location in New York City. More than 50 years later, Fridays comprises 889 restaurants in 60 countries offering high-quality, authentic American food and legendary drinks backed by genuine service. Bringing people together to socialize and celebrate the spirit of "Friday" is core to our promise that "In Here, It's Always Friday®." Visit www.Fridays.com for more information and download our mobile app. Join Fridays RewardsSM and follow us on Facebook, Instagram and Twitter.

About CIO:

CIO from IDG is the premier content and community resource for information technology executives and leaders thriving and prospering in this fast-paced era of IT transformation in the enterprise. The award-winning CIO portfolio--[CIO.com](#), CIO executive programs, CIO Strategic Marketing Services, CIO Forum on LinkedIn, CIO Executive Council and CIO primary research—provides business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. Additionally, CIO provides opportunities for IT solution providers to reach this executive IT audience. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of IDG. Company information is available at <http://www.idgenterprise.com/>.

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