



For Immediate Release

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ESITE PARTNERS WITH BUFFALO WILD WINGS

Business Intelligence Company to Help National Chain Reach Goal of 1,000+ Restaurants

Charleston, S.C. – [eSite](#), a business intelligence company that’s been guiding national retailers for 14 years, has partnered with one of [Fortune Magazine’s top ten](#) fastest growing U.S. restaurant chains.

As [Buffalo Wild Wings](#)’ new business intelligence partner, eSite will provide ongoing support to the chain as it works toward a goal of having more than 1,000 restaurants by 2013. eSite will provide a range of services – including customized spatial analytics software and a team of dedicated analysts – to help Buffalo Wild Wings accurately analyze potential in new and existing markets.

At the center of eSite’s services will be eSite Tools™, a suite of business intelligence technologies the company has developed over the years while assisting national brands as diverse as Harley-Davidson Motor Company and The Container Store. A set of eSite Tools™ will be customized to meet Buffalo Wild Wings’ specific needs.

“With Buffalo Wild Wings experiencing such significant growth, we really need a reliable partner to help us with customer profiling and site selection,” said Nigel Head, Director of Real Estate Analysis at Buffalo Wild Wings. “We’re excited to have eSite’s guidance as we continue executing our plan for further expansion.”

About eSite, Inc.

[eSite](#) mitigates risk by providing actionable intelligence that empowers companies to identify profitable new retail locations and optimize the life cycles of existing store networks. The firm uses a proprietary suite of comprehensive tools to help take the guesswork out of big decisions, providing customized solutions for a variety of clients.

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