Pinnacle Announces New Software and Services Leadership

Arlington, Texas - The Pinnacle Corporation (Pinnacle), the leader in point of sale, mobile, and loyalty technology, announces the promotion of Mike Vaughn to Vice President of Software and Services.

In his role as VP of Software and Services, Mike leads both the software development and the client services teams, focusing those groups on creating, supporting, and implementing Pinnacle's product lines which include Affiniti Mobile, Point of Sale and Loyalty solutions.

Under Mike's leadership, Pinnacle has been able to move many essential projects to completion including certification of Palm POS to meet the PCI PA-DSS 3.2 guidelines and Mike continues to drive towards support of all EMV inside and outside functionality to meet compliance requirements. In addition, Mike's teams are focused on strategic Pinnacle initiatives including the Foodservice ordering module with Kitchen Display System built on the Affiniti Consumer Mobile app platform that will be launched at NACS 2017.

A member of Pinnacle's senior leadership team, Mike contributes tactical execution of corporate objectives for software development and services, and leads continual improvement of Pinnacle's day to day operations for developing or enhancing software products, providing support to Clients, and deploying new solutions.

Mike joined Pinnacle in 2013 after 32 years in the IT industry. His roles included organizational leadership across systems, network, and application development, consulting, staff development, service management, process optimization, cross-team leadership, and continual improvement.

"The best thing about Pinnacle is the people who work here," says Mike Vaughn. "All are dedicated to doing the best job possible for every Client. I'm enjoying my new role. First and foremost because of the people I get to work with and learn from. But just as important, I get to contribute to every aspect of Pinnacle's

software solutions, all the way from idea inception through to development, and on to deployment. And last but certainly not least, making sure the resulting product solution continues to fit, or adjust, to meet our Clients' needs."

About The Pinnacle Corporation:
The Pinnacle Corporation (Pinnacle) provides leading-edge point of sale, loyalty, and both corporate and consumer-facing mobile technology to the rapidly evolving convenience store industries.

Pinnacle delivers products that drive traffic and increase profits, while helping retailers retain consumer loyalty and enhancing labor efficiency. Nationwide, Pinnacle's products and services are used daily in thousands of convenience outlets to improve their store operations and extend the brand of retailers through the ever-increasing mobile landscape.

www.pinncorp.com