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FOR IMMEDIATE RELEASE

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**TakeOut Technologies, FireFly Technologies Complete Successful On-line Ordering Integration Project**

**Integration combines the efficiency of point-of-sale with the convenience of Web-based ordering.**

**Hillsboro, OR**

FireFly Technologies and TakeOut Technologies, a Mission Viejo, Calif.-based on-line ordering integrator, are pleased to announce the successful integration of the Phoenix™ Point-of-Sale system with TakeOut Technologies' Online Ordering System.

"Research shows that the ticket average for on-line orders is up to 15 percent higher\* than phone orders," says Duessa Holscher, a managing partner at FireFly.

"Combining the profit potential of the Web with the efficiency of a point-of-sale system such as Phoenix greatly enhances a business's ability to compete in a crowded marketplace. This integration gives our customers the tools to grow their business more strategically."

"With more than 22,000 on-line orders generated per month through our system, we have a proven track record for helping restaurants increase their business via the Web," says Matt Martha, CEO of TakeOut Technologies. "The combined technology of the

Phoenix system and our Online Ordering System will take Web orders from the computer to the makeline in one seamless process.”

### **About TakeOut Technologies**

TakeOut Technologies provides restaurants with a branded Online Ordering system that is seamlessly integrated into their current Web site and POS systems. Enhancing restaurants’ service offering for take-out, delivery, and curbside, TakeOut Technologies has over 8 years of experience developing and deploying Online Ordering technology, generating more than 22,000 online orders per month, and over 4.2 million meals processed.

Located in Mission Viejo, California, TakeOut Technologies services restaurant chains nationwide. Additional information can be found at [www.takeouttech.com](http://www.takeouttech.com).

### **About FireFly Technologies**

FireFly Technologies develops, markets, and supports the Phoenix Point-of-Sale system, a full-featured delivery, table-service, and multi-store management solution. With thousands of installations across the country, FireFly has been named to the *Inc.* 5000, an “elite” list of the nation’s fastest-growing private companies. Contact FireFly at 866-678-6781 or visit [www.fireflypos.com](http://www.fireflypos.com).