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Takeout Technologies Opens a New Door for Restaurant Businesses
Company Offers New Online Ordering and Marketing System

MISSION VIEJO, CALIFORNIA – May 21, 2006 – Takeout Technologies, an emerging company offering internet marketing and online ordering solutions for restaurants, today announced its entrance into the restaurant technology industry. The founders of Takeout Technologies began embarking on this venture in late 2005 after realizing the vast potential of their self-created online ordering system. The system was further developed to include an array of marketing and email capabilities tailored to the restaurant industry.

Takeout Technologies' products and services enable restaurants to cater to an increasing demand in the marketplace for online food ordering, as seen by a 266% increase in online food orders from 1999 to 2005 (The National Restaurant Association). The company's ordering technology not only allows restaurants to offer the online placement and payment of orders for pickup and delivery, it also allows restaurants to revolutionize their marketing strategies by learning more about their customers' preferences with each online order. With this system, restaurants are able to initiate targeted email marketing campaigns, increase average check amounts, and drive customer traffic with online rewards programs.

“By seamlessly integrating our system into restaurants' current websites and POS systems, Takeout Technologies truly aims to help restaurants grow their business by enabling them to increase sales and customer retention while reducing their current marketing and labor expenditures,” says Matt Martha, President and CEO of Takeout Technologies. “In fact, this system enabled Restaurants on the Run to grow its online ordering business to 50% of all orders, representing more than 100,000 online orders per year.”

About Takeout Technologies

Takeout Technologies provides restaurants with an online ordering system that is seamlessly integrated into their current website and POS system. Additionally, the company's system enables restaurants to improve their marketing capabilities by analyzing customer information and ordering trends, creating custom email campaigns, suggestively cross-selling and up-selling high-margin items, and offering rewards programs for online orders.

Located in Mission Viejo, California, Takeout Technologies services restaurant chains located nationwide. Additional information can be found at www.takeouttech.com.