



TakeOut Technologies Streamlines Holiday Feast for Marie Callender's

Restaurant & Bakery Chain to Offer Guests Online Ordering

MISSION VIEJO, CALIFORNIA – November 1, 2007– Online ordering arrives as Marie Callender's launches their perennial Holiday Feast Program. TakeOut Technologies' proprietary online ordering system will provide Marie Callender's patrons with the ability to simply log onto www.mcpies.com and order from the Holiday Feast menu offerings. On October 15th, 2007, TakeOut Technologies announced exclusive online ordering provider agreements for all 90 Marie Callender's corporate restaurant locations, as well as 22 franchise locations.

Chris Yeh, Director of Restaurant Services for Marie Callender's states, "Marie Callender's is proud to offer this cutting edge technology to our guests, just in time for our popular Holiday Feast Program." Chris Yeh further comments, "We are confident that TakeOut Technologies' system will enhance our efforts and make the process simple and seamless for our customers."

TakeOut Technologies' products and services enable restaurants to cater to an increasing demand for online food ordering, as seen by a 267% 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 improve marketing campaigns and increase average check amounts.

"By seamlessly integrating our system into restaurants' current websites and POS systems, Takeout Technologies helps restaurants grow their business by enabling them to increase sales and customer retention while reducing their current marketing and labor expenditures," says Matthew Martha, President and CEO of TakeOut Technologies.

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.