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**COCA-COLA FOODSERVICE AND KUDZU INTERACTIVE PARTNER
TO MAKE REMOTE ORDERING FOR RESTAURANTS CONVENIENT AND EASY**

New Partnership Provides Coke Customers Preferred Pricing and Proprietary Services

Chicago, NRA (May 18, 2009) – Coca-Cola FoodService has announced an extension to their partnership with Kudzu Interactive and Snapfinger.com that makes it easier for Coke customers to offer their guests more convenient ways to place take-out and catering orders.

“With time demands on families, more people are opting for take-out and delivery,” said Chris Lowe, president of Coca-Cola FoodService, “but the traditional methods for ordering to-go by calling the restaurant are inadequate. Most restaurants focus on the on-premise dining experience rather than off-premise, which often can result in guests calling in a to-go order but experiencing long hold times or busy numbers. Kudzu Interactive’s remote web-based and mobile ordering system allows restaurants to offer streamlined catering and takeout ordering from your computer or mobile device. And now our customers can use Kudzu’s services with both a preferred pricing program and proprietary services.”

“Coca-Cola Foodservice is an innovative beverage partner that is always looking for ways to give its customers competitive advantages,” said Jim Garrett, CEO of Kudzu Interactive. “This partnership not only gives Coke customers, both large and small, access to our services at a discounted rate, but it also gives them features that non-Coke customers cannot access, such as the up-sell prompt, which increases beverage orders in four out of 10 orders.” The partnership also gives Coke customers preferred positioning on the Internet’s largest restaurant online ordering site www.Snapfinger.com.

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"In our research, we've found that when customers call in a to-go order, 70 percent of the time a guest does not order a soft drink," continued Garrett. "With the up-sell prompt, guests – whether placing an order online or via the phone – are always asked if they want a beverage. Forty percent of the time, people will accept the offer. For a two-person check, that's an average increase of \$3 per order, which can add up substantially over time."

Another service that will be offered exclusively to Coca-Cola customers is the one-touch reorder feature from a cell phone. This feature allows customers to save their favorite orders on the Web or through the call center and send these orders via text message for quick reorder.

Kudzu Interactive helps restaurants take their existing menu and convert it to an interactive web-based menu that links directly to the restaurant's POS system, which allows a restaurant guest to place an order online or directly through a professional agent at a call center. The call center agents then are able to process the orders directly into the restaurant's POS system, eliminating excessive hold times and busy signals, while avoiding disruption of restaurant operations.

"Kudzu's research shows that restaurants that use its services see an increase in guest frequency and average ticket, and an overall improvement in customer satisfaction attributed to speed of service and order accuracy," continued Lowe. "This is yet another innovative service we offer to help build our customers' businesses."

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