



Press Release

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Dallas, TX PickUp Stix, a division of Carlson Restaurants Worldwide, announced today at the Food Services Technology convention, the roll-out of a fully integrated online ordering solution in all 96 of its restaurants. “Today our customers can now enjoy the ease and convenience of ordering their favorite take-out from Stix directly from our web site. Moreover, our store managers can continue business as usual in serving our on-premise guests because our online system is seamlessly integrated into each restaurant’s Micros POS,” according to Jennifer Carlisle, Project Manager for Carlson Worldwide.

The solution, provided by Kudzu Interactive, gives each store the flexibility of setting its own prices, taxes, store hours and unique menu items. It also provides for “real-time” price and menu synchronization with each location’s Micros POS system in order to ensure order accuracy and price consistency. “The level of integration provided by Kudzu Interactive’s solution gives us the assurance of a consistent experience for the guest, as well as, the store operators who no longer have to worry about maintaining a separate online menu,” according to Carlisle. “Stix is the restaurant industry’s first to fully deploy enterprise wide integrated online ordering platform. We believe the ease and convenience that online ordering gives our guests is very important to the overall marketing strategy and directly correlates to an increase in sales,” according to Alison Delaney, Vice President of Marketing for Carlson Worldwide.

“It is clear that Stix is committed to grabbing its share of the \$2.5B US eCommerce market,” according to Jim Garrett, CEO of Kudzu Interactive. “Kudzu has been the pioneer in this business since 2004 and every one of our customers have seen online sales increase by more than 300% from year to year. It is really quite simple; people want to do business with companies that make their life easier. They want things fast, convenient and easy. The easier you make it for your customers to do business with you the more business they will do with you. Stix understand the importance of take-out and very much wants to be relevant to its customers.”

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About Kudzu Interactive

Kudzu Interactive is the industry's leading provider of POS integrated web-based remote ordering and pre-payment solutions, including call center and wireless applications, serving more than 34,000 restaurant locations among more than two dozen major brands. Kudzu Interactive has strategic partnerships with LiveOps, Chockstone and The Coca Cola Company. Kudzu's "Total Access" solution is fully integrated with most major POS platforms including; Micros, Aloha, Positouch, Squirrel, Xpient, H S I, and QSR. Kudzu Interactive is headquartered in Atlanta, GA. To learn more, visit us at www.KudzuInteractive.com and www.Kudzoodle.com.