



## Press Release

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**Atlanta, GA** Today, Kudzu Interactive, the leader in integrated remote ordering solutions to the restaurant industry announced the launch of the nation's largest "virtual food-court," SnapFinger.com. The site give users direct online ordering access to over 6,000 restaurants in over 1,600 cities including Outback Steakhouse, Subway, California Pizza Kitchen, Fatburger, Baja Fresh and 15 other national chains.

What makes SnapFinger.com unique is the ability to go to a single web-site, select from several restaurants in your area, and then place and pay for your take-out or delivery order using an interactive menu that gives you all the options and modifiers that you would get in the restaurant. In addition, users can save their favorite orders to their cell phones via text message for quick reorder anytime in the future by simply clicking on a re-order link.

Jim Garrett, CEO of Kudzu Interactive, the parent company of SnapFinger, believes that Kudzu's success in forming long-term partnerships with many of the nation's top restaurants is a direct result of the company's superior application technology. "We have spent the past four years working closely with each of these restaurant concepts to deliver a solution that would ensure an elevated and consistent guest experience for ordering take-out or delivery. Because every restaurant has unique prices, taxes, hours and menu items it wasn't enough to just put up an online menu. It's not too dissimilar to the travel industry where changes occur in real time. Our fully integrated solution allows restaurants the ability to extend their in-store Point of Sale (POS) system to their customers in a very user friendly environment," said Garrett. "The benefit to the customer is the assurance that their order is entered correctly and will be available for pick-up or delivery at the desired time. You can also pay online in order to speed up the pick-up process."

Families are busier than ever and take-out seems to be one of the fastest growing trends in the restaurant industry, representing over 20% of the total revenues of most restaurants. SnapFinger not only offers variety but it makes it fast, convenient and easy to order take-out from you computer or cell phone. Soon you will also be able to order from all the restaurants on SnapFinger from a Toll-Free number as well.

**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, Stellar, 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](http://www.KudzuInteractive.com) and [www.Snapfinger.com](http://www.Snapfinger.com).

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