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## TACOTIME LAUNCHES NEW FEATURE-ENHANCED WEB SITE

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Scottsdale, Ariz. (May 26, 2009) – Known for serving up fresh, quality Mexican Food in a fast, friendly environment, [TacoTime](http://www.tacotime.com), has just spiced up its Web site at [www.tacotime.com](http://www.tacotime.com), adding flair and flash to the restaurant's online presence. The new Web site enhancements include an advanced store locator feature, redesigned Menu pages, a new Promotions page, and a fun-filled Kid's Zone.

"This new Web site is a great representation of TacoTime; it's a quality site that's fresh, fun and aimed at satisfying our customers," said Jean Smoke, director of marketing.

With the new advanced yet easy to use [store locator](#) feature, web visitors can find a nearby TacoTime location along with step-by-step directions to the restaurant. The locator also offers guests various methods of arriving at a TacoTime, whether by driving, public transportation, or walking.

Not only is finding and arriving at TacoTime made easier so is browsing the restaurant's [Menu](#) pages. The new online pages showcase the delicious Mexican food TacoTime is famous for through great detailed descriptions and vibrant, enticing photos. Every menu item, from combo meals to side dishes, is accompanied by a mouthwatering photo, from the original [crisp burritos](#) to TacoTime's classic [tacos](#) to the [Mexi-Fries](#)<sup>®</sup>. Browser beware, you're bound to leave this section of the site hungry.

TacoTime fans can also see the latest promotional activities come to life with the introduction of a [Promotions](#) page. This new page features limited-time-only menu items with a detailed description and bold graphics. Plus, the most recent TacoTime television and radio [commercials](#) are posted on within this section of the site. Fans of these commercials can now watch and listen to them online at anytime.

In celebration of TacoTime's youngest guests, the TacoTime [Kid's Zone](#) has also been enhanced. The Kansas City ADDY award-winning Fiesta Friends<sup>™</sup> characters

can be downloaded and printed to be colored at home. This new Kid Zone also is capable of holding more interactive features, such as exciting games and activities. These fun-filled entertainment features should be added to the site in the near future.

These new Web site features are only the beginning of the brand's interactive presence. Throughout 2009, TacoTime will continue to build upon this enhanced online entity in a number of ways. From contests to games, TacoTime continues to be well known for serving up quality Mexican food while the possibilities for growth and development in the interactive arena will surely grow. Learn the latest news about TacoTime by visiting this new Web site often.

### **About TacoTime**

Headquartered in Scottsdale, Ariz., [TacoTime](#) has been an industry leader in quality quick-service Mexican food for nearly 50 years. Founded in 1960, TacoTime has grown to nearly 400 [franchised restaurants](#) across the U.S. and Canada. In 2003, TacoTime became part of [Kahala](#), a one of the fastest growing franchising companies in the world with a portfolio of 12 quick service restaurant brands. For more information about Kahala and TacoTime visit [www.kahalacorp.com](http://www.kahalacorp.com) or [www.tacotime.com](http://www.tacotime.com).

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