TACOTIME FACT SHEET

Company:

From humble beginnings in Eugene, Oregon, the TacoTime® Restaurant Chain has risen to dominate its position today as the quality leader in the Mexican Quick Service Restaurant franchise industry.

TacoTime® is an upscale quick-service restaurant chain offering a tasty variety of freshly-prepared, home style, Mexican fare. No one takes more pride in the food they serve than we do at TacoTime.

Our ingredients and the care we take in making your food fresh make us truly a one-of-a-kind affordable taste experience. Where other fast food Mexican restaurants cut corners, we take time to do it right. That's the deliciously real, deliciously fresh difference at TacoTime. A difference you can taste in everything we make, from our world-famous Crisp Burritos to our unbeatable large rolled Soft Tacos. TacoTime's products are made with the freshest, most wholesome ingredients available. Menu items offer guests a real choice, from vegetarian items to a unique line of Crisp Burritos.

TacoTime promises quality to its guests - a promise it proudly display in its restaurants. And today, with Mexican Food the fastest growing segment in the Quick Service Restaurant franchise industry, TacoTime is an established brand positioned as the taste-quality leader for the 21st century and looks forward with excitement to solid growth of the TacoTime restaurant system in the coming decade.

Tagline:

Any time is TacoTime!

Locations:

The TacoTime trademark is now proudly displayed in 350+ restaurants throughout the United States, Canada and Kuwait.

History:

1960 - Ron Fraedrick founds TacoTime and opens first walk-up restaurant in Eugene, Oregon.

1962 - First Taco Time franchise opens in Tacoma, Washington.

During the next decade, 48 franchised TacoTime restaurants opened throughout seven western states. As the 1970's came to a close, the company supported over 150 locations.

1978 - Taco Time International, Inc. was born when a franchise restaurant opened in Lethbridge, Alberta, Canada.

By the end of the century, some 40 years from its humble beginnings in Eugene, Oregon, Taco Time International, Inc. supported 225 domestic locations and multiple international locations in countries around the world, including Canada and Kuwait .

2003 - A wholly owned subsidiary of Kahala Corp purchases the TacoTime concept by acquiring Taco Time International, Inc.

2006 - As part of the Kahala Corp. family, TacoTime offers unique co-branding opportunities with other Kahala brands and multiple venue options including free-standing units; in-line units (strip center); mall units; airport locations; convenience stores and business centers. The brand continues to grow with an average of 5-10 stores opening per year in both traditional and non-traditional real estate formats.

Headquarters: TacoTime
9311 E Via de Ventura
Scottsdale, Arizona 85258
Phone: (480)362-4800

Media Inquiries: (480) 362-4308 or via e-mail at pr@kahalacorp.com

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