



FOR IMMEDIATE RELEASE

Contact:

Veronica Graves
480-362-4946
vgraves@kahalacorp.com

TACOTIME KIDS MEAL PROGRAM WINS LOCAL ADVERTISING AWARDS

Kansas advertising agency takes home ADDY Awards for TacoTime

Scottsdale, Ariz. And Kansas City -- (Mar. 18, 2009) – The Kansas City Ad Club hosted a night of 1960s glamour as they presented the local 2008 ADDY® Awards, where Scottsdale, Ariz. based TacoTime won six awards for their kid’s meal program, Fiesta Friends™. On Feb. 28, 2009, advertising agency, Creative Consumer Concepts, Inc. (C3) came away with six awards for their TacoTime designs and productions.

Recognizing all forms of advertising, the ADDY Awards are a tribute to true creativity and quality in the industry, as awards are granted in several categories and on three levels, gold, silver and bronze.

“C3 has cultivated TacoTime’s kid’s program and continues to help our brand grow in creativity and excellence,” said Jean Smoke, director of marketing for TacoTime. “It’s fantastic that this agency has been recognized for their innovative ideas and hard work on TacoTime.”

TacoTime designs produced by the Kansas-based agency earned four silver awards for work done on Fiesta Friends toys and two bronze awards for a kid’s meal bag and the TacoTime 2009 Presentation. The four award-winning toys are Tiki Squirters, Fiesta Freight, Manner’s Monsters and Re-arrangers. All TacoTime stores are required to carry each of the toys during the respective promotion. Manner’s Monsters and Re-arrangers will be in stores later this year; the other toys were introduced in stores in 2008.

C3 has been designing and developing product for TacoTime since 2002 and branded and implemented the concept’s kids program, Fiesta Friends. For this initiative, the agency

designs and produces the toys, kid's meal bags, coloring sheets, counter card inserts and translights for the program. Fiesta Friends are a loveable and uniquely engaging set of characters.

About TacoTime

TacoTime has been an industry leader in quality quick service Mexican food for more than 40 years. Ron Fraedrick originally created the fresh, craveable taste of TacoTime in 1960 in Eugene, Ore. With wholesome quality ingredients as the key to TacoTime's business, they have proved to be a success in the food industry for more than four decades. Today, TacoTime has expanded to nearly 400 locations within the U.S. and Canada. For more information about TacoTime, visit the company's Web site at www.tacotime.com.

###