Contact:
Kate Unger
480.362.4988
ksunger@kahalamgmt.com

TacoTime® Launches eGift Program

Send a World-Famous Crisp Burrito Straight from your Phone

SCOTTSDALE, Ariz. (March 26, 2014) - TacoTime® (www.tacotime.com/gift_cards/purchase.html) announced the recent launch of an eGift program allowing customers to send and receive TacoTime gift cards via email or smartphone. The eGifts are available on the brand's website or on the TacoTime Facebook Page. Each one is redeemable by presenting the eGift on a mobile device or by providing a print-out of the eGift at participating TacoTime locations*.

"With technology today, a trip to the store to buy a gift card is no longer necessary," said Chanel McFarlane, director of marketing for TacoTime. "Now you can give the gift of delicious TacoTime food instantly, straight from your phone or mobile device."

This new program appeals to today's tech-savvy customer who appreciates the convenience of online gifting and customization. Consumers simply need to know the email address of his or her desired recipient to send an eGift. With the 'Socialize My eGift Card' option, consumers can even sign into their Facebook account and post a personal message to the recipient during the purchasing process. Additionally, customers can customize their eGift by including a personal photo and/or audio recording.

*TacoTime gift cards and eGifts are not valid at stores in Western Washington State. For a list of participating stores visit www.tacotime.com.

About TacoTime®
Headquartered in Scottsdale, Ariz., TacoTime has been an industry leader in quality quick-service Mexican food for over 50 years. Founded in 1960, TacoTime has grown to nearly 400 franchised restaurants across the U.S. and Canada. In 2003, TacoTime became a part of Kahala, one of the fastest growing franchising companies in the world with a portfolio of 15 quick-service restaurant brands.

For more information about TacoTime visit www.tacotime.com.

For more information about Kahala visit www.kahalamgmt.com.

# # #