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1.6 Million Lovers Embrace Mobile Restaurant Ordering on Valentine's Day
- Single day record for mobile app orders set for eighth year in a row -

Atlanta, Feb. 18, 2013 – For eight years, Valentine's Day has been the busiest day of the year for [mobile takeout](#) and delivery orders, according to Snapfinger, the only nationwide mobile commerce platform for the restaurant industry, as couples across the country turn to their favorite restaurants to provide the food needed to express their love.

This year's mobile total reached 1.6 million, setting a record for the most mobile takeout and delivery orders placed in one day. The number of mobile orders placed, an increase of 116 percent over 2012, indicates restaurant-goers nationwide – couple or singles – are more comfortable embracing the convenience of mobile app-based ordering and payment. The average ticket across all orders was \$35.22 per order.

Snapfinger CEO Jim Garrett added that convenience is aided by Snapfinger's comprehensive coverage, with consumers able to choose from more than 38,000 restaurants in nearly 5,000 cities nationwide.

"Valentine's Day is the most active day of the year for mobile takeout orders, because it combines the quality and taste of people's favorite restaurant food with the intimacy and peacefulness of a meal at home," said Jim Garrett, Snapfinger's CEO. "Especially when Valentine's Day falls during the work week, the simplicity of making orders on a smart phone and having it delivered or ready for pick-up is invaluable for consumers pressed for time."

Snapfinger is the largest and most comprehensive provider of remote ordering and payment applications for fast casual and casual restaurants. The company provides restaurants with their own platform that supports online ordering website, mobile apps and call center support, while

also providing diners one simple gateway app and website for locating, ordering and paying for orders.

“Restaurants cannot ignore the fact that each year millions more diners turn to their mobile devices for finding, ordering and paying for food,” Garrett said. “Restaurants should also embrace this change, not as a trend in losing personal interaction with diners, but in better serving more hungry customers.”

About Snapfinger

Alpharetta, Ga.-based Snapfinger helps consumers place and pay for restaurant orders online, through an app, or by phone to an onshore call center. The company, which boasts more than 38,000 restaurant locations in nearly 5,000 cities, makes takeout and delivery ordering fast, easy and convenient. Snapfinger can be found online at www.snapfinger.com, [Facebook](#) and [@Snapfinger](#).

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