company & product fact sheet
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Whether you want to skip the line at lunch, or order dinner on your way home, Snapfinger is the fastest, most convenient way to locate and order food from your favorite restaurants. And now, with Snapfinger for Mobile, your cell phone is like a drive-thru window, providing instant access to the nation's only Virtual Food Court.

history

➢ **August 2004** - Jim Garrett forms Kudzu Interactive to develop the first .net and Web 2.0 remote ordering interface for the restaurant industry's top POS platforms.

➢ **May 2005** – Kudzu Interactive signs a multi-year exclusive marketing agreement with The Coca Cola Company's Hospitality and Food Services Division to offer special marketing privileges and pricing considerations to their restaurant partners.

➢ **September 2008** – After more than three years of R&D, Kudzu Interactive launched Snapfinger.com, the Internet's largest restaurant ordering site with access to 6,000 restaurant locations in the US. The Snapfinger *Virtual Food Court* is searchable by zip code, city or state.

➢ **March 2009** - Kudzu Interactive reached profitability and marked 320% growth over the previous year.

➢ **June 2009** – Snapfinger.com donates a portion of its online proceeds to humanitarian organization World Vision to help fight childhood hunger worldwide at no extra cost to the consumer.

➢ **September 2009** - Snapfinger went mobile with the first iPhone application, connecting mobile users to thousands of restaurants for ordering and payment. At this time there are more than 28,000 restaurants in the Snapfinger network.

➢ **December 2009** - Branded applications for Subway, Outback Steakhouse and Carrabba's Italian Grill become available in the iTunes App Store.

➢ **March 2010** - Kudzu Interactive introduces the first Snapfinger mobile application for the Android™ platform at CTIA Wireless 2010. At this time there are branded mobile apps are currently in submission for both iPhone and Android.

online

Snapfinger.com is the Internet's largest online ordering site, now serving more than 28,000 restaurant locations in over 1,600 cities. The foundation of Kudzu Interactive's success lies in its fully integrated "Total Access" technology platform that fuels most of the restaurant industry's e-commerce platforms for remote take-out and delivery ordering. Snapfinger.com is fully synchronized with the restaurant's POS, ensuring order accuracy, real- time menu updates and accurate prep times. Snapfinger.com also offers a 'group order' feature that allows any number of people to combine individual meal requests into one simplified order.

participating restaurants on snapfinger.com include:

Subway +	Fazoli's	Tony Roma's
Outback Steakhouse +	Fatburger	F20
Carrabba's Italian Grill +	Firehouse Subs *	Hooters
California Pizza Kitchen *	BJ's Restaurant & Brewhouse *	Mary's Pizza Shack
Boston Market *	Applebee's (Wisc. only)	Katsuya
Baja Fresh *	McAlister's Deli	Rising Roll
Pick Up Stix *	Moe's Southwest Grill	

+ Branded apps now available for iPhone and iPod Touch
* Coming soon to mobile!

on mobile

Snapfinger is available as a free application for iPhone, iPod Touch and Android, providing mobile users with access to its complete network of 28,000+ restaurant locations in more than 1,600 US cities. The Snapfinger application for iPhone and iPod Touch currently processes more than 50,000 transactions every weekend and sees as many as 1,600 downloads per day. Snapfinger is also enabled to work on select mobile devices that support the WebKit open source web browser engine, including the Palm Pre and Pixi.

Kudzu Interactive also builds branded apps for its restaurant partners, all of which use the same Snapfinger framework for automated ordering and e-commerce. Repeat users of all Snapfinger and branded apps can zip through checkout with saved favorites and billing information.

Features of the Snapfinger mobile applications include:

- Convenient GPS restaurant locator
- Saves favorite orders for future re-order
- One click re-order of favorites
- Offers complete menu and item selections

- Select pick-up time and date
- Map and directions to restaurant
- Pre-payment with credit card
- Order confirmation via text and email
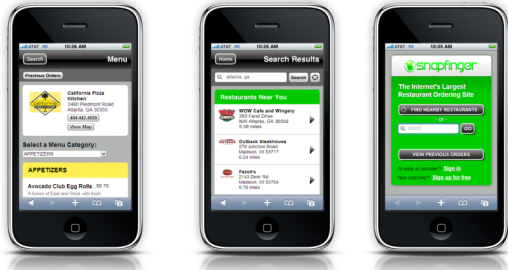
more than just ordering…

With Kudzu Interactive's *Total Access Suite of Remote Ordering Solutions*, restaurant customers have access to value added marketing and support services designed to increase guest frequency, average check size, and operational efficiency. The Total Access solution provides restaurants with the industry's only fully integrated enterprise remote ordering platform. The suite of services includes:

- Integrated Web-Ordering
- Integrated Call Center Application
- Mobile Text Ordering

- E-Mail Marketing
- Database Management
- Snapfinger Virtual Food-Court

integration partners

In addition to its exclusive marketing agreement with The Coca Cola Company, Kudzu Interactive has development relationships with Radiant/Aloha, Micros, POSitouch, HSI, Squirrel, Xpient, PAR and Compris to provide fully integrated online ordering platforms into each of these POS systems. In addition to the many operational benefits of POS integration, the Total Access solution ensures real-time menu and pricing synchronization between the restaurant's POS system and their online menu as well as PCI compliant credit card transactions for pre-payment.

leadership

Jim Garrett, founder and CEO of Kudzu Interactive, has propelled his company to the top of the industry with multiple remote ordering applications for major restaurant brands including Subway, Outback, CPK and others. Garrett began his career working in the communications industry with Scientific Atlanta, GTE and Harris Corporation, and then moved into a consulting role for companies looking to re-invent themselves and form strategic business initiatives involving the Internet and other advanced technologies, including Cisco, Equifax, and NET. He is credited as a pioneer behind the Internet banking industry and marketing financial services via the Internet. In 2004, Garrett started Kudzu Interactive, which today is the leading provider of remote ordering technology within the restaurant industry. The company's flagship product, Snapfinger, represents the single largest mobile ecommerce application connecting millions of users to thousands of restaurants for ordering and payment.

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