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**SNAPFINGER JOINS FORCES WITH INDEPENDENT RESTAURANTS NATIONWIDE TO
POWER NEW REVENUE STREAMS**

*Offers Small Business Owners an Avenue for Online and Mobile Ordering
to Extend Customer Reach*

ATLANTA, GA (September 29, 2011) – In the past 12 months, Snapfinger Inc. has added more than 3,000 independent restaurants to its online and mobile ordering database making it the largest, most comprehensive nationwide restaurant ordering application in the US. Figures show that even during the industry’s decline in sales, small business owners are looking for ways to reach customers in a way they haven’t done previously. Restaurant patronage began its steady decline three years ago, but many analysts, including the National Restaurant Association (NRA), believe 2011 will mark a change in recent negative trending. Helping the growth is most likely the 69 percent of adults who, according to NRA, say purchasing meals via take-out and delivery makes it easier for families with children to manage their day-to-day lives. Although the health of chain restaurant locations has seemed greater in the past years as compared to independents, local operators are hungry for ways to add revenue channels to compete with large-scale restaurants and quick-serve establishments in the takeout and delivery category.

“We have always believed that we are a ‘restaurant centric’ business, and we strive to help our restaurant partners maximize their operational potential,” states Jim Garrett, CEO of Snapfinger Inc. “We are a dynamic marketing platform, leveraging relevant, top-of-mind technologies such as smart phones and tablets, to reach an always on, always mobile society as well as a vehicle for driving new revenue streams. And because convenience remains king in the restaurant business, given the consumer’s increasingly stressed schedule, we are a win-win solution for the restaurateur and the consumer.”

Snapfinger has earned the approval of many major national brands, successfully carrying out more than one million orders a month, and it believes every restaurant owner should maximize these channels if they are operationally sound. As reported by NRA, more than two out of five consumers say they are not dining out or using takeout as often as they would like, but with the industry hopeful about the next 12 months, Snapfinger wants to help independent restaurants be more aggressive with online and mobile marketing.

Investing More than Half a Million Dollars in Independents

To aid independent restaurant owners in their quest to increase takeout and delivery consumers, Snapfinger created a gift card system that would allow local owners to promote their restaurant, in part, on Snapfinger's tab. To date, Snapfinger has created 120,000 co-branded gift cards, making available approximately \$600,000 in funds to restaurants for gift card promotions.

"We've had such great success as a company, in part because we were a first mover in the space and also because we have continually refined our solution to meet the operational requirements of the restaurant in order to ensure the best overall guest experience," Garrett continues. "Many independent restaurants have been held captive to local aggregators that display static out-dated menus on a web-site that sends orders to a fax machine without regard to real-time restaurant protocol; such as prep-times, menu items, etc. We offer a full online, call center and mobile ordering experience for our restaurant partners that includes integration into the restaurant's POS system, and not just a place to house an outdated menu. We truly believe we are not only the best option for these restaurant owners, but also for customers."

About Snapfinger

Atlanta-based Snapfinger, Inc. is the nation's largest online and mobile restaurant ordering destination, serving more than 32,000 restaurant locations in 3,200 cities. It provides exclusive online ordering access to 35 national restaurant brands including Subway, Outback, California Pizza Kitchen, Bob Evans, Boston Market and Firehouse Subs. Serving a growing community of independent restaurateurs, Snapfinger accounts for 70 percent of all restaurant ordering applications. The Snapfinger mobile application is available as a free download from iTunes App Store and Android Market. For more information, visit www.snapfinger.com.