



interact

connect

direct

make advertising **Unforgettable**

FOR IMMEDIATE RELEASE

Media Contacts:

Allison Gower, 877-667-2633
agower@qtags.com

John Wagner, 281-565-6045
john@wagnermarketingandpr.com

California Tortilla hungry for qtag's text messages

Selects qtags-powered text campaign for "opt-in" VIP program.

HOUSTON (Feb. 5, 2007) – California Tortilla is using a qtags-powered text message campaign to enroll customers in its newly launched VIP program.

California Tortilla guests who use their mobile phones to text "taco" to 78247 (q-t-a-g-s) receive a special welcoming text message with a discount offer, and subsequent texts with information on new promotions and programs.

"We loved the idea of implementing a qtags text campaign because it gives us instant access to our customers in a way that is innovative and easily remembered," said Pam Felix, California Tortilla's Queen of Burritos. "When it comes down to it, qtags are fun, easy and affordable, and the best way to reach out to our on-the-go customers."

"VIP programs like the one by California Tortilla are a perfect example of how to efficiently and effectively add a mobile marketing program to the marketing mix," says Allison Gower, qtags president. "We've found that customer response rates for text programs far exceed those of traditional advertising methods, partly because of their simplicity but mostly because customers feel empowered. This type of 'engagement' marketing really works."

About qtags

The qtags text-messaging system has been used by some of the world's leading brands, including Popeyes Chicken & Biscuits, Red Robin Gourmet Burgers, HP, Applebees, FYE, the San Diego County Sheriff's Department and Rip Curl USA. The company currently offers qtags in the United States and Canada and service is expanding to areas such as Europe, Asia and the Caribbean. For more information on how this innovative marketing concept works, visit the company blog at www.allaboutqtags.typepad.com or the company site at www.qtags.com.



interact

connect

direct

make advertising **Unforgettable**

About California Tortilla

With locations in Delaware, Maryland, Virginia, Washington, D.C. and West Virginia, California Tortilla (www.californiatortilla.com) is known for its darn tasty, fresh food made daily, cheerful atmosphere and spunky cashiers. In operation since 1995, the fast-casual Mexican concept offers 75 different hot sauces and puts a funky, California twist on the traditional burrito. Signature dishes include the blackened chicken Caesar burrito, honey lime burrito and crunchy barbecue ranch burrito.

-30-