



Media Contact:

Mary Catherine Petermann

TableTop Media

404-307-6290

mcpetermann@tabletopmedia.com

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TableTop Media Chosen as 2009 Technology Innovator for National Restaurant Association Show Tech Tour

Interactive Ziosk™ Welcomed by Restaurateurs as New Approach to Improving the Guest Experience

DALLAS, TX (June 2, 2009) – [TableTop Media, LLC](#), today announced that the company's [Ziosk™ interactive tabletop device](#) (<http://tabletopmedia.com/solution.html>) was featured as one of four new "must-have" technologies on the National Restaurant Association Show's 2009 Tech Tour, "Back to the Basics with a Plan for the Future," which took place May 16, 2009. [Ziosk](#) offers a suite of digital interactive experiences such as on-demand payment, promotions, entertainment, nutrition information and real-time surveys designed to improve the guest experience, increase revenue and lower expenses for table service restaurants.

"TableTop Media's Ziosk is a great example of the innovative approaches fast casual and casual dining restaurants need to consider and the type of fresh, new thinking about the integration of technology that improves seat-to-eat and ultimate guest satisfaction. Many leaders in the industry ask themselves how we maintain relevance and this is a wonderful example of what restaurant operators come to the National Restaurant Association Show to find," said David Gilbert, chief operating officer of the National Restaurant Association. "Leveraging the right technology can help restaurants focus on executing the basics while engaging the guests to control their experience and speed of service. An on-demand approach to guest interaction enhances and extends traditional customer service."

Restaurateurs agree. More than 54,000 industry professionals attended the 2009 National Restaurant Association Show; 2,100 companies exhibited products and services. "We were surprised and excited by the number of restaurant operators who told us Ziosk was one of the most impressive products at the show," said Shawn Gentry, president and COO of TableTop Media. "We are very proud of the technology team at TableTop Media for creating such an innovative product, and we look forward to continue enhancing features that benefit our restaurant customers."

The wireless, touchscreen Ziosk features a media-rich experience, including 3D graphics, integrated printer, encrypted magnetic stripe reader, 18-hour battery life and PCI-compliant payment security measures. Patent-pending content scheduling capabilities enable the delivery of relevant content at each stage in the dining cycle. For example, Ziosk can display dynamics images of drinks and appetizers when guests first sit down and desserts while they are enjoying their meal, which results in higher trial of promoted items. To view a [free online video demonstration](#), please visit <http://tabletopmedia.com/experience3b.html>.

About TableTop Media

Founded in 2006, TableTop Media, LLC, a media technology and content management company, created the first interactive tabletop experience with next-generation pay-at-the-table functionality. TableTop Media's core product, Ziosk™, is an intuitive, touch-screen device placed on each table to improve the guests' experience and control of their time. Proven to deliver increased revenue and lower expenses, Ziosk is a platform technology that can grow with the restaurant over time. For more information, visit www.TableTopMedia.com.

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