



Tabletop Media Changes the Dining Experience

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By Staff Writer

Dallas, TX - TableTop Media, LLC has unveiled its wireless, interactive tabletop device with next-generation pay-on-demand capabilities in the Microsoft Booth at FS/TEC, the international showcase on technology for the foodservice industry held recently in Grapevine.

TableTop Media delivers a next-generation pay-at-the-table experience with three distinct features: split check, touch tip and email or print receipt capabilities. Unlike traditional pay-at-the-table products, the solution places control in the guests' hands to pay at their convenience. Using the solution, restaurant operators will receive key benefits.

- Dynamic Content Delivery — Increase consumer interaction via digital promotions at relevant times with measurable results.
- Real-Time Feedback — Boost customer loyalty by empowering guests and alerting managers if certain conditions are met.
- Infotainment — Engage and entertain guests while enhancing the overall dining experience with information, movie trailers and ticket purchasing. TableTop Media's solution has been installed at Cozymel's Mexican Grill (former Brinker International concept) in the Grapevine, Texas location for the past three months. Results demonstrate an increase in guest satisfaction, product trial and revenue.

"Cozymel's has been very impressed with the initial results from the TableTop Media solution. Items promoted on the device represent a double digit increase compared to traditional table top promotions," explains Mary Russo, president of Food, Friends and Company, parent of Cozymel's Mexican Grill. Mike McPhail, general manager, Cozymel's-Grapevine, adds "We are seeing faster table turns, shorter wait times, repeat guests, and operational efficiency across the board." A Technomic Top 500 Annual Report shows slowdown in chain restaurant growth rates, posting only 5.1 percent annual sales growth in 2007. Early tests show the TableTop Media solution is ideally suited for the casual dining environment (which is heavily weighted towards casual

dining, bar and grills, and theme and sports restaurants where families and friends gather for food and entertainment) to increase customer satisfaction and create new revenue streams for the dining establishments.

“With restaurants facing fiercer competition each day from both inside and outside of their industry, foodservice operators need to adopt technology solutions that enable them to better run their businesses and serve today’s more informed and demanding digital consumers,” notes Tom Litchford, industry director for Microsoft’s U.S. Retail and Hospitality Group.

“TableTop Media’s innovative solution provides a powerful way for restaurants to better connect with consumers, enhance overall guest satisfaction and help increase overall revenues.”

“The TableTop Media solution represents an interactive experience that doesn’t exist in the market today. The capability to deliver relevant content to more than 400 million captive viewers per month, at the point of purchase with measureable results, creates a significant opportunity for our partners,” explains Jack Baum, Chairman and CEO of TableTop Media. “We have assembled an extraordinary team, deep in restaurant, technology and start-up experience, to develop and refine a solution and experience. Based on recent reports of declining restaurant sales, the timing is ideal for a breakthrough technology that can give a lift to the casual restaurant segment.” “We have exercised exhaustive research and development, coupled with a collaborative relationship with Microsoft, that has us ready to excite a marketplace hungry for this type of innovation,” notes Morton H. Meyerson, Board Member, TableTop Media and Chairman and CEO of 2M Companies, Inc. Founded in 2006, TableTop Media, LLC is a media technology and content delivery company that has created the first interactive tabletop experience with next-generation pay-at-the-table functionality.

TableTop offers casual dining restaurants and advertisers the industry’s most powerful opportunity to reach and communicate with a captive target audience at the point of purchase. TableTop Media’s core product is an intuitive, touch-screen device that establishes a new presence on the table of full-service restaurants across America. Based in Dallas, Texas, TableTop Media will be deploying its product in 2008.