

For IMMEDIATE RELEASE

CMSText Announces exclusive endorsement by The Canadian Restaurant & Foodservices Association

Lexington, KY. – November 11, 2011, – CMSText has announced their endorsement as the exclusive mobile marketing company for the Canadian Restaurant & Foodservices Association. CMSText will offer its text message marketing service to the CRFA members to help them increase their guest frequency.

In a statement release by the Company, Conrad R Carney II, Founder and CEO said that he was honored that the Canadian Restaurant and Foodservices Association selected CMSText. *“We are excited to be endorsed by the Canadian Restaurant & Foodservices Association because of their powerful reputation for commitment to their members. The CRFA has made a commitment to providing state of the art marketing technologies for their members and we look forward to our partnership.”*

Since its founding in 1944, the Canadian Restaurant and Foodservices Association has grown to more than 30,000 members across the country. Through advocacy, research, member savings and industry events, they help their members in every Canadian community grow and prosper. CRFA members represent every sector of Canada’s vibrant and innovative foodservice industry, including restaurants, bars, cafeterias, coffee shops, and contract and social caterers.

“We understand that our members want to increase their customers’ counts and fill empty seats. Mobile technology is an effective and inexpensive method to accomplish that goal. We searched for the “best in class” and selected CMSText as our mobile marketing provider for our members,” said Garth Whyte, President & CEO, *The Canadian Restaurant & Foodservices Association*

Text messaging and marketing via mobile phones allows restaurants to quickly increase customer traffic and their revenue. Whether it’s driving customers to a restaurant, tavern or other business, it’s hard to argue the effectiveness and ease offered by text-based, mobile coupons. With the redemption rate of mobile coupons at 10-30%, compared to the less than 1% redemption rate of paper coupons, it’s a highly effective means of targeting customers and driving revenue. As an ad medium, 98% of text messages are read by the consumer within 4 minutes of being received.

CMSText offers a “fully-managed, we take care of everything” solution, making it easy and convenient for restaurant owners and operators to use mobile technology to increase revenues.

For more information please contact CMSText corporate communications department at 859-264-7568.