

For IMMEDIATE RELEASE

CMSText Announces exclusive endorsement by The Ohio Restaurant Association

Lexington, KY. – November 28, 2011, – CMSText has announced their endorsement as the exclusive mobile marketing company for the Ohio Restaurant Association. CMSText will offer its text message marketing service to the ORA 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 Ohio Restaurant Association selected CMSText. *“We are excited to be endorsed by the Ohio Restaurant Association because of their reputation and support to their members. The ORA has made a commitment to providing state of the art marketing technologies for their members and we look forward to our partnership.”*

Founded in 1920, the Ohio Restaurant Association is backed with more than 90 years of industry experience. Through their commitment, experience and expertise, the ORA has been dedicated to the representation, education, assistance and promotion of Ohio's foodservice industry. This is why more than 2,400 companies, representing 5,000 locations in Ohio, are ORA members.

“We understand that our members want to increase their customers' counts and fill empty seats. CMSText is an effective and inexpensive method to accomplish that goal. We searched for the “best in class” and selected CMSText as our exclusive mobile marketing provider for our members,” said Geoff Hetrick, President & CEO, *The Ohio Restaurant 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.