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TacoTime Launches Famous Face Online Contest

TacoTime is introducing an online contest in search of people who look like the much-loved TacoTime spokesperson.

— *Chain Leader, 5/27/2009 10:13:00 AM*

PRESS RELEASE: SCOTTSDALE, Ariz.--(BUSINESS WIRE)--Although best known for serving up fresh, quality Mexican food, TacoTime is also well-known for the friendly female face that graces its television commercials. Today, surrounding the launch of a new web site and Facebook Fan page, TacoTime is introducing an online contest in search of people who look like the much-loved TacoTime spokesperson.

Those thinking they can pass as TacoTime's spokesperson are able to enter the contest online at www.TacoTime.com by providing a photo of themselves to be judged by an independent group of judges (official rules and details at www.tacotime.com/contest/rules). More specifically, judges will be looking for entries that resemble the spokesperson in facial features, hairstyle and stature. The contest will begin on June 1 and run through August 15, 2009.

The winners of the look-a-like contest will be announced and prizes awarded on August 30, 2009. The grand prize winner will receive \$150 in Mexi-Money Gift Certificates and a swag bag full of other TacoTime merchandise, plus the winning photo will be featured on the TacoTime web site. The second and third place winners will also receive swag bags including Mexi-Money worth \$75 and \$25 respectively, along with their images featured on the Famous Faces contest web page.

"We want to give our loyal customers a chance to have their moment in the spotlight," said Jean Smoke, director of marketing. "The new TacoTime website is the perfect stage for a fun and friendly face-off. We can't wait to meet the other faces of TacoTime."

Those who don't happen to resemble the TacoTime spokesperson still have an opportunity to win some TacoTime Mexi-Money. Visit the promotions page to view the new commercial, where web guests providing feedback could be among those rewarded.

Contest entries will be accepted through August 15, 2009. No purchase necessary to enter; for complete details, visit www.tacotime.com/contest/rules.

About TacoTime

Headquartered in Scottsdale, Ariz., TacoTime has been an industry leader in quality quick-service Mexican food for nearly 50 years growing to nearly 400 franchised restaurants across the U.S. and Canada. In 2003, TacoTime became part of Kahala, one of the fastest growing franchising companies in the world with a portfolio of 12 quick-service restaurant brands. For more information about Kahala and TacoTime visit www.kahalacorp.com or www.tacotime.com.

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