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NEW 4 FOR \$5 VALUE MENU ROLLS OUT AT TACOTIME

TacoTime locations unveil new value menu and gift cards in November

Scottsdale, ARIZ. (Nov. 3, 2010) – It's the same premium, delicious Mexican fare TacoTime® has always served, but now some signature menu items are offered at an enticingly low price. It's all part of TacoTime's new value menu, offering guests a choice of four TacoTime items for just \$5.

Starting Nov. 3 and lasting throughout 2011, TacoTime's "4 for \$5" value menu features a selection of eight popular items, including the **Crisp Taco, Small Mexi-Fry, Chips and Salsa, Crisp Juan Burrito, Crisp Pinto Bean Burrito, Soft Pinto Bean Burrito, Cheddar Melt and 22-Ounce Drink**. Customers can mix and match from the value menu, creating more than 300 possible meal combinations.

"TacoTime's new value menu continues to guarantee the TacoTime promise to serve quality food with fresh ingredients all at an affordable price," said Steve Evans, director of marketing for TacoTime. "We are featuring some of our most popular signature items on this menu to appeal to every TacoTime guest's taste palette and wallet."

TacoTime is also introducing new reloadable TacoTime gift cards, just in time for holiday gift giving. Available in three different designs, one of which features a festive seasonal image, TacoTime's gift cards make for an ideal gift for any TacoTime aficionado. These gift cards are available for purchase and use at participating TacoTime locations in the U.S.

About TacoTime

TacoTime has been an industry leader in quality quick service Mexican food for more than 50 years. Ron Fraedrick originally created the fresh, craveable taste of TacoTime in 1960 in Eugene, Ore. With wholesome quality ingredients as the key to TacoTime's business, they have proved to be a success in the food industry for more than five decades. Today, TacoTime has expanded to nearly 400 locations within the U.S. and Canada. For more information about TacoTime, visit the company's Web site at www.tacotime.com.

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