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What is ALOHA TAKEOUT & DELIVERY?

Aloha TakeOut provides an innovative solution to streamline take-away and curbside operations. The addition of Aloha Delivery incorporates the tools to manage the delivery of orders to remote locations. Together they create a tightly integrated solution that extends Aloha’s feature-rich QuickService and TableService applications.

With Aloha TakeOut & Delivery order entry, order management, production and delivery are synchronized to efficiently manage the realities of take-out and delivery operations. Operators are now free to pursue the possibilities that grow their business.
PRODUCT OVERVIEW - GUEST SCREEN

1. Info-Cast Bar
2. Caller ID Bar
3. Search Bar
4. Search Results Panel
5. Customer Information Panel
6. Global Buttons Panel
PRODUCT OVERVIEW - ORDERS SCREEN

1. Info-Cast Bar
2. Driver Bar
3. Search Bar
4. Orders Sorted by Quote Time
5. Driver Information Panel
6. Global Buttons Panel
PRODUCT OVERVIEW - ROUTE MAPPING

1. Map or Directions View

2. Print Map or Directions
1 Tabbed Customer Information Categories
2 On-Screen Keyboard
PRODUCT OVERVIEW - DRIVER ITINERARY

Itinerary

3/12/2008
Kurt Busch
10:19 AM
2 Orders
Run 1

****** Stop 1 ******
Jennifer Trichel
(770) 858-7741
4005 SCHOONER RDG
Alpharetta, GA 30005

Order:
6" W Chicken
(4) 6" W Rst Beef
Med Coke
Med Diet Coke
Med Sprite
Veggie Salad
Total $19.94
Payment: None
Payment Due: $19.94
Collected Tips: ———

****** Stop 2 ******
John Carlyle
(770) 862-0001
1290 Jamestowne Trl
Alpharetta, GA 30004

Order:
(3) 6" W BLT
6" Meatball
Veggie Salad
Total $14.15
Payment: None
Payment Due: $14.15
Collected Tips: ———

****** TOTAL ******
Total $34.09
Payment Due $34.09
Total Collected Tips ———

Delivery run summary

Destination details

Order details

Payment summary

Turn-by-turn directions with mileage total and estimated route time

****** Delivery Directions ******
Miles: 10.5 Minutes: 25
Deport '3925 Brookside Pkwy,
Alpharetta, GA, 30022' and turn left onto Alexander Dr
At end of 'Alexander Dr' turn right onto 'Brookside Pkwy'
Take first left onto 'Old Milton Pky [GA-120 W]'
Take second right onto "Morris Rd" At end of 'Morris Rd' turn left onto "Webb Bridge Rd"
Name changes to Academy St
Name changes to Webb Bridge Rd [Academy St]
Take fourth left onto 'Jamestowne Trl'
'1290 Jamestowne Trl,
Alpharetta, GA, 30004' is on the right after 0.1 miles

Deport '1290 Jamestowne Trl,
Alpharetta, GA, 30004' and turn left onto Jamestowne Trl
At end of 'Jamestowne Trl' turn right onto 'Academy St'
Name changes to Webb Bridge Rd
Take left after 2.9 miles onto "S Lake Dr [Shirley Bridge Rd/Southlake Dr]"
Take third left onto 'Schooner Rdg'
'4005 SCHOONER RDG,
Alpharetta, GA, 30005' is on the left after 0.9 miles

Deport '4005 SCHOONER RDG,
Alpharetta, GA, 30005' and turn right onto Schooner Rdg
At end of 'Schooner Rdg' turn right onto 'S Lake Dr [Southlake Dr]'
Name changes to Park Bridge Pky
Name changes to Alexander Dr
'3925 Brookside Pkwy,
Alpharetta, GA, 30022' is on the left after 2.1 miles

****** Grocery Items ******
Med Coke
Med Diet Coke
Med Sprite
(2) Veggie Salad
What are the most significant ALOHA TAKEOUT & DELIVERY BENEFITS?

1. **IMPROVE SPEED OF SERVICE**
   - Fast customer look-ups reduce call times and increase order-taking capacity.
   - Improve speed of service with consistent customer lookup that automatically searches against six different fields and increases the likelihood that the correct customer is located on the first attempt.
   - Import customer data from your existing delivery application.

2. **CAPTURE & MANAGE FUTURE SALES**
   - Replace unreliable manual processes with automated tracking and production of scheduled orders.
   - Release future orders to production automatically.
   - Find future orders that require editing with powerful freeform search.
   - Review future orders by day, week, month or customer name.

3. **INCREASE DRIVER EFFICIENCY**
   - Integrated mapping, printed driver itineraries and single-touch assignment optimize your delivery operations.
   - Assign drivers to an order with a single touch.
   - Estimated driver return times assist with capacity planning.
   - Generate optimized, multi-stop route maps in less than one second.
   - Print driver itineraries with turn-by-turn directions on your POS printer.

4. **STORE LOYALTY & PAYMENT DATA SECURELY**
   - eFrequency and payment information can be associated with guest records for faster service.
   - Improve order efficiency with automatic assignment of eFrequency bonus plan credit and rewards to customer orders.
   - Decrease transaction times for repeat customers by securely storing payment information.

5. **GROW YOUR BUSINESS, REDUCE YOUR HEADACHES**
   - Easy-to-use application improves all aspects of your take-out & delivery operations.
   - Increase order accuracy through seamless integration to Aloha POS.
   - Decrease training time with easy-to-use guest management and scheduling functions.
   - Decrease dispatch time with integrated driver-management tools.
   - Manage the production of future orders.
How do I correctly POSITION ALOHA TAKEOUT & DELIVERY?

When speaking with an OWNER

Aloha TakeOut & Delivery...
- Improves the customer experience with faster lookups, caller ID integration, ability to repeat previous orders, and automatic assignment of eFrequency rewards and benefits
- Streamlines delivery management with integrated route mapping and capacity controls
- Organizes the capture of future orders and automatically releases them for production at the appropriate time
- Measures operational performance with integrated reports including speed-of-service and driver performance

When speaking with a MANAGER

Aloha TakeOut & Delivery...
- Improves order entry speed and accuracy with powerful customer search, caller ID integration, ability to repeat last order, and automatic assignment of eFrequency rewards and benefits
- Organizes the capture of future orders and automatically releases them for production at the appropriate time
- Assigns drivers to orders with a single touch and enforces driver capacity controls when scheduling future orders
- Reduces incomplete delivery orders with Grocery Item reminders on driver itinerary
- Provides real-time operational statistics for improved resource management

When speaking with I.T. STAFF

Aloha TakeOut & Delivery...
- Integrates seamlessly with Aloha POS
- Replicates easily to scale with your organization
- Offers redundancy and back-up tools
- Leverages a SQL Express database to support custom reporting
- Stores credit card data in a PCI-compliant manner
What contributes to the
ALOHA TAKEOUT & DELIVERY ROI?

Aloha TakeOut & Delivery provides functionality that improves both the SPEED and EFFICIENCY of site operations. Managing the realities of takeout and delivery operations with this powerful software application allows your customers to focus their efforts on pursuing the possibilities that drive growth.

EXPAND THE WALLS OF YOUR BUSINESS
Over 60% of restaurants now offer take-out or delivery and that number is growing 8% annually. Restaurant operators are looking to grow their business by meeting customer demands for more flexible dining options.

RAPID GUEST IDENTIFICATION AND ORDER ENTRY
Aloha TakeOut & Delivery is optimized for speed. Integrated Caller ID, powerful customer search, secure payment storage, eFrequency integration and the ability to repeat previous orders make the process of identifying customers and entering orders as fast as possible. Decreased order entry time increases order-taking capacity and reduces customer hold times resulting in higher sales, happier customers and repeat business.

FUTURE ORDER MANAGEMENT
Lost orders become a thing of the past with automated scheduling of future orders. Satisfaction and repeat business increase when customers trust your ability to generate their orders as promised.

INTEGRATED MAPPING & DRIVER PERFORMANCE MEASUREMENTS
Delivery capacity increases when integrated mapping brings new drivers up to speed quickly and shows experienced drivers more efficient routes. Driver performance reporting provides coachable data that further improves the efficiency of delivery operations, boosts capacity and identifies potential liabilities.

DETAILED DRIVER ITINERARY WITH GROCERY ITEMS
Forgotten items result in unhappy customers, frustrated drivers and drive-backs that lower overall delivery capacity. Aloha TakeOut & Delivery generates a detailed, printed driver itinerary that includes a summary of all grocery items needed for each run.
## Needs Assessment

<table>
<thead>
<tr>
<th>Question</th>
<th>Pain Point</th>
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<tbody>
<tr>
<td>How do you currently identify customers when they call?</td>
<td>Managing customer records with multiple contact numbers and delivery addresses.</td>
</tr>
<tr>
<td>Tell me how you currently manage future orders. Is the current process</td>
<td>Future orders are easily misplaced or communicated and then forgotten. Manual processes are inherently unreliable.</td>
</tr>
<tr>
<td>efficient and reliable?</td>
<td></td>
</tr>
<tr>
<td>Do you have frequent customers who typically place the same order?</td>
<td>Staff turnover often makes it difficult to deliver personalized service to your most frequent and loyal customers.</td>
</tr>
<tr>
<td>How do you currently identify customers when they call?</td>
<td>No one likes to wait. Long answer and hold times may result in customers simply deciding to take their business elsewhere.</td>
</tr>
<tr>
<td>How do you currently generate quote times for incoming orders?</td>
<td>Staff estimates may not always be accurate and become less reliable during peak periods.</td>
</tr>
<tr>
<td>How do you know when to cut or increase labor?</td>
<td>Staff assessments of labor needs may not always be accurate and become less reliable during peak periods.</td>
</tr>
<tr>
<td>Do you currently have a loyalty program?</td>
<td>Manually assigning loyalty/membership information slows transaction times and is an easily forgotten step.</td>
</tr>
<tr>
<td>How reliable is your current POS system?</td>
<td>Order taking, customer management, order management and driver management are often a patchwork of processes and applications.</td>
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<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Multiple Phone Numbers &amp; Addresses Per Customer</td>
</tr>
<tr>
<td>Enter Future Day Orders At Any Time</td>
</tr>
<tr>
<td>Repeat Last Order</td>
</tr>
<tr>
<td>Caller ID Guest Lookup</td>
</tr>
<tr>
<td>Custom Quote Times By Order Type</td>
</tr>
<tr>
<td>Real Time Operational Metrics</td>
</tr>
<tr>
<td>eFrequency Rewards Assignment</td>
</tr>
<tr>
<td>Integration with Aloha QuickService &amp; TableService</td>
</tr>
<tr>
<td>LINKING SOLUTIONS</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td><strong>ADVANTAGE</strong></td>
</tr>
<tr>
<td>Identifies customers whether they are at home, work, in the car or at their desk.</td>
</tr>
<tr>
<td>Schedules future orders for production automatically. Reports allow managers to maintain inventory levels necessary to fulfill upcoming orders. Easily associate credit card payment and calculate balance due when orders are finalized.</td>
</tr>
<tr>
<td>Serves regular customers quickly and accurately by saving their last order, items and special instructions. Repeating the last order reduces entry errors and improves speed of service.</td>
</tr>
<tr>
<td>Identifies existing customers via Caller ID. If no match is found, the phone number is automatically associated to a new customer record.</td>
</tr>
<tr>
<td>Generates customized quote times for delivery and call-in orders to ensure each is communicated, prepared and managed accurately.</td>
</tr>
<tr>
<td>Displays important operational statistics at the top of the screen. Staff have instant, at-a-glance access to important performance data without interrupting their normal task flow.</td>
</tr>
<tr>
<td>Assigns eFrequency bonus plan credit and rewards automatically.</td>
</tr>
<tr>
<td>Simplifies the scheduling and entry of orders by building upon the capabilities of Aloha POS.</td>
</tr>
<tr>
<td>QUESTION</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Describe how you currently manage drivers and assign orders?</td>
</tr>
<tr>
<td>What tools do you have/use to assist drivers and optimize routes?</td>
</tr>
<tr>
<td>How do drivers ensure they have all “cold” food items prior to leaving on a delivery run?</td>
</tr>
<tr>
<td>Tell me how you assess driver performance today?</td>
</tr>
<tr>
<td>Describe the steps required to change an order from delivery to pick-up.</td>
</tr>
<tr>
<td>How do drivers manage their tips over the course of a shift?</td>
</tr>
<tr>
<td>How do you determine when drivers are expected to return or when they left?</td>
</tr>
<tr>
<td>LINKING SOLUTIONS</td>
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<tr>
<td>Dispatches drivers quickly. Simply touch the order and then select the driver to assign the order.</td>
</tr>
<tr>
<td>Maintains delivery time standards with integrated mapping. Optimized routes for all orders assigned to a driver can be displayed onscreen or printed. Turn by turn directions can be printed with the map or may be printed alone for quick reference.</td>
</tr>
<tr>
<td>Reminds drivers of “cold” food items to reduce incomplete orders. A detailed itinerary provides consolidated information to assist with each driver run.</td>
</tr>
<tr>
<td>Tracks driver performance to improve delivery times and ensure food meets time and quality standards.</td>
</tr>
<tr>
<td>Allows you to instantly to change the order mode for any transaction.</td>
</tr>
<tr>
<td>Allows tips to be banked over the course of a shift.</td>
</tr>
<tr>
<td>Improves the accuracy of delivery quote times by providing expected driver return times.</td>
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**What mapping application is used by AlohaDelivery?**

AlohaDelivery uses the GeoBase mapping application from Telogis.

**Is AlohaTakeOut & Delivery offered as a stand-alone solution?**

No. AlohaTakeOut & Delivery requires Aloha POS.

**Can I run AlohaTakeOut & Delivery as a stand-alone solution?**

No. In order to properly update checks Aloha POS must be running on the terminal.

**How is AlohaTakeOut & Delivery licensed?**

Each module of AlohaTakeOut & Delivery is sold as a site license.

**What are the system requirements for AlohaTakeOut & Delivery?**

AlohaTakeOut & Delivery requires Windows® XP SP2 and .NET3.0 on an XP-class machine.

Minimum of 512MB RAM on terminals and BOH computers. 1GB RAM is required on the BOH machine if mapping is loaded.

AlohaTakeOut & Delivery will not run on Win95, Win98, NT4.0, Win2000, or earlier operating systems as they do not support .NET3.0.

**How far in advance can AlohaTakeOut & Delivery store orders?**

Future orders may be scheduled up to 5 years in advance and can be automatically fired or manually released.

**Does AlohaTakeOut & Delivery support web ordering?**

Web ordering functionality is currently being developed with a limited number of partners. Additional AlohaConnect partners will be added as the interface becomes more mature and is thoroughly tested. There is not currently a committed timeline for general availability.

**Is the credit card storage feature PCI-compliant?**

The stored credit card functionality in AlohaTakeOut & Delivery was designed and implemented with assistance from Trustwave, our PCI auditing company.