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NATIONAL RETAIL

FEDERATION AWARDS

Silver and Bronze “RACie” Awards Honor 2008 Marketing Campaigns

ROCKVILLE, MD – Popular East Coast quick-casual chain California Tortilla won two “RACie” Awards from the National Retail Federation/Retail Advertising & Marketing Association at a ceremony on Thursday, February 26 in Las Vegas, NV. The first award was a Silver Medal in the Single Media Print Campaign (small) in Q1-Q3 for their Rock, Paper, Scissors printed materials. Their other medal was a Bronze in the Multi-Media Campaign (small) in Q4 for the O-Chili-Bama vs. McCain-Chilada competition.

“We are tremendously honored to win not one, but two RACie Awards,” said California Tortilla President Bob Phillips. “It is a testament to the incredible creativity and hard work of our entire marketing team, who have continually produced innovative programs that have served our loyal customers, while inviting people to sample us for the first time. To be honored alongside other iconic brands like Nike, Best Buy and Saks Fifth Avenue is just truly amazing.”

The Rock, Paper, Scissors promotion enticed customers to play the childhood game with their cashier, with discounts on the line, for six consecutive Wednesdays last summer. It all culminated with a near-record breaking 512-person tournament at concert venue Merriweather Post Pavilion in Columbia, MD.

During the election season, California Tortilla introduced burritos inspired by Presidential candidates Barack Obama and John McCain, and kept track of their sales for three weeks. The chainwide sales victory of the O-Chili-Bama, announced on November 3, predicted Obama’s eventual election the following day. The program combined collateral, in-store marketing, e-mail/web and video components.

Both of the programs were developed by California Tortilla Director of Marketing Stacey Kane, with support from Hirshorn Zuckerman Design Group and Brotman•Winter•Fried Communications.

This is not the first honor for the chain this year. They finished second in the food category for the Shorty Awards, honoring the best content-producers on Twitter, the fast-rising social networking website.

The RACie awards are presented annually at the Retail Advertising Conference. For a full list of winners, please go to: <http://www.nxtbook.com/nxtbooks/racie09/winnersbook/index.php>.

Just what is California Tortilla? A quick-casual, Mexican restaurant with can’t-find-them-anywhere-else, award-winning, critically-acclaimed, outrageously-popular burritos, bursting quesadillas, fabulous salads, the freshest ingredients, spunky cashiers and so much more. Check out our website www.californiortilla.com for all of the scoop.

Where can I find California Tortilla? We’re EVERYWHERE! Go to www.californiortilla.com, for a listing of all our locations.

For more information, please call 301-545-0035 or visit our website, www.californiortilla.com, be our fan on Facebook or follow us on Twitter (<http://twitter.com/caltort>).

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