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CALIFORNIA TORTILLA LAUDED IN *RESTAURANT BUSINESS* *Top Trade Magazine Names Summer Promotion #15 On Great Ideas List*

ROCKVILLE, MD – *Restaurant Business*, a leading trade magazine in the foodservice industry, named California Tortilla's June 2007 "Rock, Paper, Scissors Day" #15 on their "50 Great Ideas" feature. The list was included in the January 2008 issue of the magazine.

Held on Wednesday, June 20th, Rock, Paper, Scissors Day challenged customers to defeat their cashier in a round of the popular game. If the customer was victorious, they saved \$1 off their order. Across the chain, customers won 62% of the games, blowing away all expectations.

Rock, Paper, Scissors Day was a tremendous success for us and a ton of fun for our customers," said California Tortilla President Bob Phillips. "It is an honor to be included in *Restaurant Business*' list.

Known for fresh, tasty, unique food, California Tortilla, over their 12-plus year history, has also become synonymous with customer-involvement promotions, such as Animal Noise Day, Grab Bag Day, The Worst Sales Week, and the Monday Night Mystery Prize Wheel.

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.californiatortilla.com for the entire scoop.

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

For more information, please call 301-545-0035 or visit our website, www.californiatortilla.com. Do you get the feeling that we want you to visit our website?

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