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CALIFORNIA TORTILLA UPLOADS SOCIAL NETWORKING- ONLY PROMOTION FOR APRIL

Secret Passwords For Free Items To Be Released Through Internet Methods

ROCKVILLE, MD – Popular East Coast quick-casual chain California Tortilla has developed quite a social marketing database. Over the past decade, they have added over 80,000 customers to their "Taco Talk" e-mail newsletter. More recently, they have revamped their Facebook page, with over 2,000 members, and launched a Twitter account with over 750 followers.

Throughout the month of April, the chain will announce secret passwords through one of their social networking vehicles. Customers can use that password for specific free menu items that day. They have not announced which method will be used for each day, so they are encouraging customers to join all three.

"Social networking has been an important part of our company throughout the years," said California Tortilla Marketing Director Stacey Kane. "We wanted to do something special for our longtime loyal followers, while also encouraging people to join the conversation. Our customers have a unique opportunity to really be a part of our brand."

Anyone can join Taco Talk through the company's website, www.californiatortilla.com. California Tortilla's Facebook page can be found at www.facebook.com/pages/california-tortilla/43773552194?ref=ts, and their Twitter account is www.twitter.com/caltort.

Earlier this year, California Tortilla took home second place in the Shorty Awards, celebrating the best content providers on Twitter.

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 all of the 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, be our fan on Facebook or follow us on Twitter (<http://twitter.com/caltort>).

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