



MarketPlace Concepts to Expand Catering and Delivery Business with MonkeyCatering™

Multi-unit operator selects MonkeyMedia Software's comprehensive SaaS-based platform to manage the company's successful catering and delivery business

Springdale, Arkansas – July 28, 2009 – MonkeyMedia Software, a provider of web-based operations solutions for the foodservice industry, today announced that MarketPlace Concepts has selected MonkeyCatering™ to help manage and grow the company's existing catering and delivery business for their MarketPlace Grill and MarketPlace Express concepts.

Established in 1995, MarketPlace Concepts now consists of three upscale casual dining locations known as MarketPlace Grill, and three MarketPlace Express locations, the restaurant chain's fast casual concept. In 2006, MarketPlace Concepts introduced online ordering and delivery for its catering program, and business grew rapidly. MarketPlace Concepts soon realized that it needed a dedicated catering software platform to manage the entire catering lifecycle more efficiently – from orders to production, distribution and billing.

MarketPlace Concepts found what they needed, and more, at MonkeyMedia Software. "We are confident that MonkeyCatering will allow us to maximize our ability to meet the needs of our large group, corporate and educational customers," said Dave Godwin, Managing Partner, MarketPlace Concepts. "With MonkeyMedia Software in place, our managers will be able to focus more on building the business and less on juggling every detail of every order. We're excited to begin working with MonkeyMedia Software and also look forward to our extended relationship as we continue to enhance and grow our catering business."

MonkeyCatering will provide MarketPlace Concepts with the ability to efficiently manage every detail of the catering business from order to delivery, with benefits including:

- **Front-end and back-end management.** MonkeyCatering will provide MarketPlace Concepts with an automated ordering process and detailed visibility that will increase accuracy and maximize performance. From preparing the precise amount of food to scheduling and completing deliveries on time consistently, MarketPlace Concepts will be able to deliver a seamless catering experience to its customers. And with front-end and back-end management operations in place, managers will have more time to engage in high-level, customer-focused activities.
- **Sophisticated, real-time reporting.** MonkeyCatering will provide MarketPlace Concepts with essential business intelligence tools to help make more informed decisions about their operation. The company can run real-time comprehensive reports to view and analyze customer ordering behavior, sales metrics, production requirements, A/R details and more, ultimately leading to a better understanding of the business and greater operational efficiency.
- **A centralized, flexible platform that can evolve with business trends.** As catering sales grow and new locations are added, MonkeyCatering can easily scale to keep pace, adding functionality to match MarketPlace Concepts' changing business requirements. Its SaaS (Software as a

Service) architecture eliminates the need for hardware investments and ensures high availability from any browsing device with access to the Internet.

“MarketPlace Concepts is a company dedicated to using technology to improve their business and customer experiences,” said Erle Dardick, CEO, MonkeyMedia Software. “MonkeyCatering will help them grow by increasing customer loyalty through improved order and product management and also enhancing the effectiveness of store-level management.”

About MonkeyMedia Software

[MonkeyMedia Software](#) specializes in web-based operations solutions for the foodservice industry. The company’s applications are meticulously designed to fit the way you work – whether you’re a small business, a medium-sized regional company, or an enterprise-class organization with coast-to-coast operations. With strong roots in catering and food production and their flexible, scalable web-based platform, MonkeyMedia Software delivers the next generation of enterprise-class management solutions for foodservice companies. [MonkeyMedia Software solutions](#) feature a complete front-to-back system to manage sales, production and supply chain, powerful reporting for real-time visibility and results-based decision-making, a 100% web-based platform that is configured to fit a unique business process and easy integration with current web and accounting systems. For more information on MonkeyMedia Software, visit www.monkeymediasoftware.com.

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