

For Immediate Release

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TangoTab Drives Traffic to Restaurants by Flipping the Model Upside Down

DALLAS, TX – April 20, 2011 - Dallas based [TangoTab](#) puts control back into the hands of restaurants to drive traffic when they need it most.

Use the word coupon or daily deal and watch the team at TangoTab cringe. As a next generation digital marketer in the restaurant space, TangoTab drives traffic to restaurants when they want it. Their revolutionary solution aligns restaurant goals with guests' desires and builds loyalty by rewarding guests for promoting restaurants and their offers.

"It's all about the food, atmosphere and fun for restaurant-goers and expanding revenue streams for operators. It's most definitely *not* about the coupon. That's where a lot of existing solutions get it wrong," says [Andre Angel](#), TangoTab founder and CEO.

The founder of several successful technology startups, Angel spotted opportunity in the food service industry and put his technology background to use. "Looking into the financial equations of restaurants, I found serious issues with traffic and filling tables" said Angel. "Out of a seven day week most made all of their money over three days with empty tables and mounting operating costs plaguing the remainder of the week."

The success of social deal and discount sites piqued Angel's interest early on, but he found the model to be flawed and envisioned a better way – that better manages restaurant traffic and rewards consumers for talking up local establishments.

TangoTab operates a partnership model giving restaurants the flexibility to present limited time offers when it makes sense for their bottom line, not when there's a schedule opening for the so-called daily deal.

"We put the tools and power in the hands of our partners," says Angel. "By making it on their terms and breaking from the one-size-fits all couponing model to a hyper-local approach that's best suited for local business."

Launching officially on April 25th, TangoTab has already built a sizable following of potential restaurant guests awaiting news of deals at their favorite local eateries. Leading off in 12 markets, users will be able to access deals through the TangoTab website, mobile alerts (iPhone, iPad and Android platforms),

Facebook, Twitter or email according to their preference. Offers are available in real time. For example, if a restaurant recognizes that Tuesday is a slow night, they can create a limited time offer that morning for a free appetizer between 5 p.m. and 7 p.m., controlling the offer, quantity and when they can expect the traffic. Just imagine walking down the street and getting a mobile alert for a deal nearby – reserving and redeeming it immediately. What’s more, guests pay the establishment directly, not TangoTab, eliminating the common confusion and frustration associated with daily deal services.

What differentiates TangoTab from other deal sites is the focus on the restaurant industry and commitment to their success, as well as giving guests better choices per day. TangoTab provides power and agility. The real-time interface is the key to connecting hungry customers to enthusiastic food joints. By focusing exclusively on managing restaurant traffic flow, there’s no pressure for owners to offer the deep – and often unprofitable – discounts that have left a bad taste in the mouths of many proprietors who have tried and rejected group couponing services.

“We’re in the business of providing an exceptional experience for both the restaurant and its local patrons.” TangoTab kicks-off with a [launch party](#) in Dallas, TX on April 25. They are launching in 12 major US cities, and will expand across the US and Canada over the next few months.

About TangoTab

Dallas based TangoTab empowers restaurants to market to a targeted audience, driving traffic and loyalty to their brand. With marketing, technology, and social media tools and expertise TangoTab’s platform allows restaurants to interact with guests in real time and to bring them in with enticing offers when they most need to fill empty seats. TangoTab builds relationships with the restaurants most desirable to guests, delivering a win-win experience for both. Please visit www.tangotab.com

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