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Hybri360™ Digital Menu Board Delivers Digital to the Drive Thru

(March 1, 2008) College Station, TX - Texas Digital Systems, Inc., announced the latest addition to their QSR Drive-Thru Product Suite. The Hybri360™ Digital Menu Board (DMB) incorporates digital marketing into menu boards and pre-sell displays to create the future of drive-thru menu technology.

The Hybri360™ DMB delivers drive-thru menus in an all-digital or digital/static hybrid unit to increase the sale of certain menu items, combo meals and specials in a dynamic digital format. Restaurants can schedule digital menus to automatically change from breakfast to lunch to late night menus at specific times of the day. Targeted marketing messages can also be scheduled by time of day or day of the week to maximize their impact upon specific demographics.

"We believe the future of QSR drive-thru technology includes digital pre-sell and menu board components," said Dennis Davidson, President and Chief Operating Officer of Texas Digital. "Digital technology has proven abilities to influence purchase decisions, guarantee proper execution of menu changes and reduce the costs of printing, distributing and maintaining static POP. The Hybri360 DMB delivers on both the marketing and operational benefits of a reliable, affordable digital menu solution."

The Hybri360 is available in multiple configurations for both pre-sell and menu board installations. The menu board can also be configured to display order confirmation information. Content is managed using a web-enabled solution that supports instant content programming to one or more menu boards in a restaurant's network. Restaurants with multiple locations can control all of their menu boards from one central point to ensure consistency in pricing and messaging.

About Texas Digital:

Established in 1972, Texas Digital is a leading provider of integrated electronic display solutions to quick-serve restaurants, call centers, help desks, network control centers, data centers, banking institutions, cinemas, tape operations and distribution centers. With more than 19,000 product installations worldwide—twice as many as its nearest competitor—Texas Digital is the world's largest provider of drive-thru order confirmation displays and digital menu systems. For more information on Texas Digital and its products, visit www.txdigital.com.

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