



Chinese Takeout Just Got Faster

Panda Express Launches Test for New Mobile and Online Ordering with GoMobo

February 25, 2010, Rosemead, CA

Panda Express, the nation's leader in Asian dining experiences with close to 1,300 restaurants, today announced the testing of *Order Panda* (www.orderpanda.com), a new mobile and online ordering service in 100 stores in Los Angeles, Las Vegas, and San Diego, in partnership with GoMobo, the service recently dubbed "Fandango for Food" by *New York Magazine*. The service allows Panda Express customers to order and pay ahead from their computer or mobile phone and schedule a time for express pickup at the Panda Express location of their choice.

Order Panda makes it simple to create your meal online, order and pay ahead, and coordinate your dinner pickup around your busy schedule.

"We are excited to work with GoMobo to test *Order Panda*. This will give Panda Express another opportunity to provide our guests with even faster and more convenient service," said Calvin Lee, Director of Operations Improvement and Innovation at Panda Restaurant Group.

Order Panda is also the first major chain launch of the new OLO™ order receiver device, developed by GoMobo and Peek, creators of the *Time Magazine* Gadget of the Year in 2008.

"OLO is a revolution in off-premise ordering technology," says Noah Glass, Chief Executive Officer of GoMobo. "We created a device that gives restaurants the capability to receive prepaid, off-premise orders, without adding an extra phone line or Internet connection. OLO will pave the way for all restaurants and local merchants to establish an e-commerce presence and enable location-based transactions."

GoMobo envisions that OLO will become for takeout-oriented restaurants what OpenTable's ERB (Electronic Reservation Book) is for reservation-oriented restaurants: an essential restaurant tool that helps to increase same store sales.

Glass added, "Together with Panda Express, we are helping to realize two important goals: first, the ability for customers to have an on-demand experience at Panda Express, and second, for restaurants to have a simple, affordable, and POS-independent tool for receiving off-premise orders."

About Panda Express



Panda Express offers Gourmet Chinese food served in a fast casual environment. Launched in 1983, there are close to 1,300 Panda Express locations throughout 38 states, Puerto Rico and Japan.

Panda Restaurant Group is the nation's leader in high quality Asian foodservice and one of the largest family-owned businesses in the nation, operating several successful restaurant concepts including Panda Express, Panda Inn and Hibachi-San. The company's mission is to deliver exceptional Asian dining experiences by building an organization where people are inspired to better their lives.

Panda Express customers can now order online at www.orderpanda.com, www.pandaexpress.com.

About GoMobo



GoMobo is the nation's leader in m-commerce and e-commerce for restaurants. Founded in 2005, GoMobo provides mobile and online ordering services to more than 500 restaurant concepts, including Boloco, Cold Stone Creamery, Dallas BBQ, Quiznos, and now Panda Express.

GoMobo's new OLO™ order receiver makes it possible for any restaurant to receive off-premise orders through an easy-to-use, low-cost, POS-independent device.

FOR IMMEDIATE RELEASE – FEBRUARY 25, 2010