

New Web Site HungryPotato.com Serves Americana, Piping Hot A Unique Community for Original Restaurant Merchandise

Los Angeles, CA (April 11, 2006) – Today, HungryPotato.com, LLC, announced its new web presence, hungrypotato.com, a site which provides American eating and drinking establishments with a free online sales venue for their original logo-bearing merchandise. The site provides shoppers with a centralized, categorized listing of authentic restaurant products such as BBQ Sauces, T-Shirts, Hats, Cookbooks, Mugs, Jams, etc, as well as individual restaurant profiles containing contact information and direct links to participating merchant's web sites.

The unique, authentic designs of restaurant hats, t-shirts and specialty food items became a fascination to HungryPotato.com's Founder, Mari Prentice, while traveling across the United States for the first time 10 years ago. "My favorite part of cross-country road trips is trying restaurants along the way – sampling the local flavors. The best souvenirs I have collected are not from traditional gift shops, they are the creative mugs and delicious foods from the eateries where I had a wonderful experience."

With a background in food service and family experience in restaurant merchandise, she decided that online access to all of these wonderful items being served and sold across the nation would be a windfall to any consumer, and could increase the profits of the neighborhood establishments that she admired. "I know that Original Restaurant Merchandise is created as both a restaurant profit source and a promotional tool. If establishments had an easy way to sell their goods across America, without traveling or disrupting their day-to-day operations, their earnings and advertising from these goods they already offer, could increase exponentially. HungryPotato.com is that way."

HungryPotato.com offers free listings of merchandise, with pictures, and works on a 15% sales commission. Restaurants set their own prices and can choose to add 15% to their prices to offset the commission or determine their own profit margin on any basis they see fit. As the site handles all internet shopping transactions and merchant gateway fees, they do not require restaurants to even own a computer to participate. HungryPotato.com's services also include Pick-Up, Shipping Cost, Shipping Label, Tracking, Packing Slip and all Customer Service for merchandise sales, at no charge to its Merchant Members.

Prentice continues, "as I see retail stores selling 'diner style' mugs and t-shirts, and supermarkets coining 'restaurant style' to promote their items, the substantial market for *authentic* restaurant merchandise is undeniable. I believe the businesses that feed the nation and sell their goods as souvenirs are truly the keepers of the American Identity through their recipes and designs. HungryPotato.com will spread authentic American restaurant style and original recipes around the country."

There are three types of HungryPotato.com Merchant Memberships: The A La Carte includes the free listing of merchandise, The Special includes a link to an establishment's own website for an additional fee of \$29 per year, and The Deluxe combines the two memberships. HungryPotato.com's current promotion waives the commission on the first order for each Merchant Member, and extends any yearly membership by three to six months, if enrollment is completed by May 1, 2006.

Prentice is confident that the creation of this single-source outlet for Original Restaurant Merchandise will increase sales for independents as well as regional franchises, “even those already selling their items online, because they currently market only to customers that are aware of their products. HungryPotato.com allows shoppers to try things from places across the nation they cannot get to, in addition to purchasing souvenirs and gifts from where they’ve been. Due to local demand a restaurant may bottle their original spaghetti sauce or sell their exclusively designed mug, but that demand could be replicated throughout the nation if consumers knew where to look. With HungryPotato.com, now they will.”

Prentice adds, “millions of Americans will hit the road this summer, and the vast majority of them will be eating at restaurants along the way. HungryPotato.com is the place to research where to eat before they go, to purchase souvenirs, and to sample from places they missed when they get back home. Although I know restaurant owners and managers are the busiest folks around, all restaurants have up and down times - especially those with seasonal businesses who need to maximize their earnings in a short period of time. From a small, one location Pizzeria, to a large chain of BBQ Restaurants, HungryPotato.com offers its Merchant Members an additional revenue stream from merchandise throughout the year.”

About HungryPotato.com, LLC

Headquartered in Los Angeles, CA, www.hungrypotato.com is the web source for American Original Restaurant Merchandise that offers free listings to restaurants and a categorized online catalogue to shoppers. For more information, visit www.hungrypotato.com or call 877-8-POTATO.

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