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## **HME System 30A Timer Helps Taco Bueno Restaurants Improve Service Time in their “Drive-Thru Contest”**

San Diego, CA — Taco Bueno Restaurants recently completed their “Drive-Thru Contest,” an intensive, 7-week, companywide program designed to help their stores improve drive-thru service times and deliver better customer service. “The Drive-Thru Contest has been a fun, effective way to help us motivate store teams to better serve Taco Bueno’s guests at the drive-thru,” says Stephen Clark, President and CEO of Taco Bueno.

Taco Bueno Restaurants selected the HME System 30A Timer to help them track and improve drive-thru service times during and beyond the Drive-Thru Contest. “The HME System 30A Timer has helped us monitor and improve drive-thru times so we can consistently provide the best guest experience possible,” says Peter Belcher, Director of Operations and Support at Taco Bueno. The HME Timer helped Taco Bueno stores automatically measure and collect the service time at each point of drive-thru service. Each store’s service times are remotely polled from Taco Bueno corporate offices and shared with each restaurant on a regular basis. Taco Bueno used the average service window times at each store to determine the winners in each region.

The program’s results are in, and virtually every Taco Bueno store has experienced an improvement in their service times. Taco Bueno’s drive-thru times for the company as a whole improved by more than 14 seconds; 9% of stores improved by more than 30 seconds; 30% improved by more than 20 seconds; nearly half improved by more than 15 seconds; and almost two-thirds improved by more than 10 seconds.

“Optimizing drive-thru service requires a comprehensive approach, involving everyone — from the corporate to store employees,” says Daren Haas, Director of Marketing at HME. “Taco Bueno achieved such positive results through their Drive-Thru Contest because they were successful at combining technology and employees to effectively improve customer service.”

Cash prizes were awarded to Taco Bueno stores with the lowest average drive-thru service time in each region at the annual Taco Bueno General Manager Conference at the end of March. The top three winners of each region received prizes in amounts of \$1000, \$500 and \$250 for first, second and third place respectively, with the overall winner receiving an additional \$1000 in cash.

### About Taco Bueno

Taco Bueno Restaurants, Inc. is a Mexican quick-service restaurant that offers fast-casual dining at fast food price and convenience. With headquarters in Carrollton, Texas, Taco Bueno has 126 stores in Texas and Oklahoma. Taco Bueno is owned by Jacobson Partners, a private equity firm whose current investments include Bertucci’s, Childtime Learning Centers, and Conforma Clad, FPC, Inc.

### About HME

HME has been the leading provider of technology for the QSR industry for two decades. A pioneer in technology, HME introduced the world’s first patented wireless communication system for the drive-thru application and designed the first wireless intercom system for the Pro-Audio industry. Today, HME continues to deliver the most comprehensive line of solutions to help businesses improve their productivity and security. From communication and security systems to speed-of-service timers, HME has built a reputation on delivering customer-driven solutions based on quality and reliability. Incorporated in 1971, the privately held HME develops, manufactures, markets and services its products in over 80 countries worldwide.

For more information on the System 30A Timer or Taco Bueno’s Drive-Thru Contest, please call (800) 848-4468 or logon [www.hme.com](http://www.hme.com).

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