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**EatStreet Co-Founders Named Finalists for
EY Entrepreneur Of The Year® 2015 Award in the Midwest**

Madison startup trio recognized for strong growth and success

MADISON, Wis. – Earlier this week EY announced [EatStreet](#) Co-founders Matt Howard, Eric Martell, and Alex Wyler are all finalists for the [EY Entrepreneur Of The Year® 2015 Award in the Midwest](#). The prestigious award, celebrating the country’s most innovative business leaders, awards entrepreneurs who have demonstrated excellence and extraordinary success not only in financial performance but who have shown a clear commitment to their businesses and communities.

The selection comes with the celebration of EatStreet’s five-year anniversary, while the Madison based company has emerged as the nation’s largest and fastest growing independent online food ordering company.

“This is a humbling moment for us and we’re honored to be considered. It seems like just yesterday we were all hanging out, eating pizza and entering menus onto the site,” says Howard, CEO. “It’s validating given some of the previous finalists included GrubHub’s CEO Matt Maloney and Groupon’s co-founder Andrew Mason. That said, we’re still working harder than ever to execute against our plan”.

EatStreet’s strategy to build and grow Tier 2 and Tier 3 cities nationwide has fueled explosive growth. “We have a very efficient plan that allows us to sign up restaurants and acquire new diners in both current and new cities alike. So far we’ve exceeded all 2015 expectations.” The company has grown year over year substantially in Sales (+228%) and Active Diners (+202%). As Tech-savvy professionals and millennials continue to demand improved mobile experiences, EatStreet’s [mobile platform](#) is core to the company’s growth and accounts for almost 50% of orders currently (+216% vs LY).

While the award winners will be announced on June 17th, EatStreet will continue to streamline the online food ordering experience, connecting hungry diners with local restaurants. The company looks to reach a total restaurant list of 25,000 by the end of the year. “The momentum we have is incredible,” says Howard, “and we won’t stop until EatStreet is a household name.”

EatStreet is online and mobile food ordering service that connects over 15,000 restaurants with diners in more than 150 cities nationwide. In addition to an online ordering platform, EatStreet also offers restaurants custom websites, mobile websites, and Facebook ordering. Through its “Serve Up A Smile” program, EatStreet proudly supports Meals on Wheels of America. Founded in 2010, EatStreet is a privately held company based in Madison, WI.

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