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**EatStreet names former Duluth Trading Company Marketing Exec Suzanne Harms
as first CMO**

Harms to lead customer-centered rebrand amid company growth

Madison, Wisconsin – EatStreet has hired former Duluth Trading Company marketing executive Suzanne Harms as its first chief marketing officer. Harms is responsible for driving EatStreet’s growth through heightened brand awareness, customer acquisition, retention and customer insights. She will also serve as EatStreet’s chief creative officer responsible for building a coveted, fan-focused brand.

During Harms’ nine-year tenure at Duluth Trading, the workwear brand grew from a catalog-only marketer to a national omni-channel retail brand known for its unique storytelling and national television advertising. Duluth Trading successfully executed its IPO in November 2015 (DLTH).

For EatStreet hiring Harms strengthens EatStreet’s mission to be the most fan-focused food ordering brand. Her work with the company can be seen in the new brand identity and repositioning, advertising campaign and app/website ordering experiences launching this week.

“At EatStreet, everything we do is built around our customers. Suz brings an unmatched level of strategic insight and brand development. Our leadership team is poised to deliver an exceptional experience for customers, every time they interact with EatStreet,” said Matt Howard, EatStreet CEO and Co-Founder. “We are delighted to have Suz’s 26 years of expertise in building great consumer brands.”

“Authenticity, an earnest commitment to customers and the obligation to entertain are the foundations of this strong brand,” according to Harms. “The EatStreet team is focused on giving our customers the smartest shortcut to the food they love. The new brand identity, advertising and shopping experience reflect that.”

Prior to Duluth Trading Company, Harms was an advertising agency executive for 16 years at Young & Rubicam and Planet Propaganda primarily, working on passion-based brands, such as Ford, Target and Jimmy John’s. Harms has a journalism degree from The University of Oklahoma.

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About EatStreet

EatStreet, the largest independent online and mobile food ordering and delivery service in the U.S., is the smartest shortcut between hungry and happy. Founded in 2010 by three college students, EatStreet is now in over 250 cities nationwide connecting customers to more than 15,000 restaurants. EatStreet is a privately held company with more than 1,000 employees based in Madison, Wisconsin. For more

information, visit eatstreet.com/press.