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Media Contact: Kim Vavrick, pr@eatstreet.com, 913-909-4908



EatStreet and Red Card Team Up to Feed UW-Madison Students
Red Card Accepted As Payment on EatStreet.com

Madison, WI -- Jan. 19, 2016 -- EatStreet, the largest independent online and mobile food ordering company in the United States, and Red Card Media LLC's Red Card, the prepaid off-campus meal plan for University of Wisconsin - Madison students, announce a new partnership aimed to make online ordering even easier for local students.

The collaboration between the two Madison-based companies is slated for late first quarter in 2016 and will offer current Red Card users the ability to use their card on EatStreet.com. EatStreet will power online ordering for Red Card Media, LLC including the soon-to-be-shuttered WisGo.com site and a forth-coming portal on Isthmus.com. Red Card users will be able to enjoy convenient ordering from local restaurants, exclusive and on-going specials, and EatStreet's 24/7 Madison-based customer support.

"College is stressful enough, ordering food online should be easy," said Matt Howard, CEO and co-founder of EatStreet. "With this upcoming integration, University of Wisconsin-Madison students are going to have more dining options than ever before and the fact that they can use their Red Card to pay at checkout makes payment a snap."

This partnership will allow all current and future Red Card users to order online using the EatStreet platform, both at EatStreet.com and via the mobile apps for iOS and Android, and to make purchases on EatStreet using the Red Card payment plan. Restaurants that currently accept Red Card as on-site payment will continue to do so.

"EatStreet is a premier technology provider for online ordering. We feel that this integration will provide the thousands of students who use Red Card the best possible online ordering solution," said Jeff Haupt, owner of Red Card Media, LLC.

About EatStreet:

EatStreet is a privately held company based in Madison, WI. Founded in 2010, EatStreet is the largest independent online and mobile food ordering service in the United States that streamlines commerce between restaurants and diners, with an online food court comprising more than 15,000 restaurants in more than 250 cities nationwide.

To hungry diners across the nation, EatStreet is the most convenient way to order delivery and takeout from their favorite restaurants. To restaurant owners, EatStreet is their one-stop online ordering and marketing shop through its suite of web, mobile, and social products. The company's in-house 24/7 customer support team ensures every order is fast, convenient, and correct, from the moment of hunger to moment the food arrives. For more information, visit: eatstreet.com.

About Red Card:

The Red Card Meal Plan, owned by Red Card Media LLC, is the off-campus program that thousands of UW-Madison students love and parents trust. It is a prepaid dining and discount card or app that allows students to buy groceries and pay for meals at more than 90 close-to-campus, student-favored locations. Students select their food, scan the barcode on the Red Card app or have their Red Card swiped (just like a debit card), and the exact amount will be deducted from their account.

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