



NEWS RELEASE

Chili's Invests in To-Go Business With Enhancements to Online Ordering Platform

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Brand expands its online ordering capabilities and lays the foundation for future innovation
DALLAS, Jan. 11, 2016 /PRNewswire/ -- Chili's® Grill & Bar is partnering with Olo, the leading digital ordering provider, to power its online ordering platform and build an infrastructure for future capabilities. This partnership is a strategic investment in Chili's to-go business and will support future growth through an improved digital experience for guests using their smartphones, tablets or PCs to order online.

In summer 2016, Chili's will implement Olo's online ordering platform, which provides fast and secure digital ordering and seamlessly integrates with current operations and systems. Olo's industry-leading technology brings new, innovative features that will allow for pre-order, group order and payment flexibility.

"To-go ordering is the fastest growing part of our business," said Wade Allen, vice president of digital innovation and customer engagement for Chili's Grill & Bar. "This investment in technology for online ordering is a clear opportunity for further growth and lays a foundation for us to add new features that will continue to deliver a digital guest experience like no other in the casual dining industry."

Once the new platform is launched, 4.3 million members of Chili's growing loyalty program, My Chili's Rewards, will have the flexibility of paying for to-go orders with loyalty points through the Chili's app or www.chilistogo.com. Whether dining in restaurant or grabbing Chili's favorites to go, guests will control how and when they redeem loyalty points, coupons and gift cards.

"Consumers continue to spend more of the 'food dollar' at restaurants that can provide them convenient and

delicious meals to fit their busy lifestyles," said Noah Glass, Founder & CEO of Olo. "We're thrilled to work with Chili's in expanding their digital hospitality and capabilities."

Chili's approach to technology innovation is simple – build an infrastructure and keep the digital guest experience at its core. Starting in 2013, Chili's revolutionized the casual dining industry with the introduction of Ziosk® tabletop tablets, now on more than 70,000 Chili's restaurant tables nationwide. In 2015, the brand launched a state-of-the-art loyalty program, My Chili's Rewards, which leverages technology, personalization and gamification to make earning and redeeming points more engaging than ever before. This year, Chili's has set its sights to introduce a new era for online ordering.

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About Chili's Grill & Bar

Chili's® Grill & Bar is the flagship brand of Dallas-based Brinker International, Inc (NYSE: **EAT**), a recognized leader in casual dining. Chili's offers a variety of Fresh Tex™ and Fresh Mex favorites at more than 1,550 locations in 31 countries and two territories. In addition to Chili's, Brinker owns and operates Maggiano's Little Italy®. For more information, visit <http://www.chilis.com>.

About Olo

Olo helps restaurant brands maximize revenue per square foot by delivering faster, more accurate, and more personal service to their customers. Through beautiful, fully branded digital interfaces, Olo's enterprise-grade ordering platform integrates with the brands' existing systems, opening new digital revenue streams, injected seamlessly into the restaurant's operations. Olo is a pioneer in the industry, beginning with text message ordering on mobile feature phones in 2005. Today, over 18 million consumers use the Olo platform to order ahead and Skip the Line® at the restaurants they love. Learn more at www.olo.com.

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