



**New York, NY** - Executive Dining Club, a company that owns order online technology for restaurants, today announces their participation in the national Sysco iCare program. Executive Dining Club (EDC) is excited to be able to now offer their powerful interactive web site solution to Sysco Operating Companies.

EDC's technology allows customers to place food orders directly through the restaurant's web site. If a restaurant does not have a web site, EDC will build them one from scratch. If a restaurant has a web site, EDC will design an identical banner and link it to the existing site. The restaurant does not need a computer -- all they need is a fax machine to receive the orders -- and EDC does the rest, providing complete customer service and maintenance for the web site. EDC's turn-key solution will have a restaurant online and taking orders over the Internet in less than two weeks.

EDC launched their first site in 2001 and since has launched hundreds of web sites throughout North America. The technology allows customers to save all previous orders so they can re-order past selections in seconds with only a few clicks. Customers can place orders in advance and order 24/7, which means the restaurant can take orders even when they are closed. This is a big plus for restaurants that provide catering services and has a measurable impact in terms of increasing catering revenues. Additionally, the restaurant saves time and labor as their staff does not have to spend valuable time on the phone taking orders and answering questions. All restaurants on the EDC system build a valuable data base as the sites collect and store the email and mailing addresses of all their customers.

EDC provides complete marketing support for all their web sites including: all printed materials (signs, business card, menu stamps, display stands), Internet SEO, free listing on [www.edcmeals.com](http://www.edcmeals.com), email marketing and frequent diner rewards programs.

Executive Dining Club is proud to join the national Sysco iCare community. To launch the partnership, Executive Dining Club will host iCare University training sessions for Sysco Operating Companies starting March 9th for five days.

For more information on Executive Dining Club, visit [www.edcinteractive.com](http://www.edcinteractive.com) or call John Fetterolf at 914-276-3061.

### **About Executive Dining Club**

Executive Dining Club was started in 1992 as a restaurant sales agent for local Manhattan quick service eateries and was successful in attracting two of the world largest investment banking firms as clients. In 2000, EDC launched [www.edcmeals.com](http://www.edcmeals.com), a web site that aggregates menus and allows customers to order food online. EDC launched their first restaurant web site in 2001 ([www.texasrotisserie.com](http://www.texasrotisserie.com)). Since then, they have launched hundreds of web sites, generating tens of thousands of online orders every month. Top EDC restaurant sites process over \$1000 in online orders daily.

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