

## Good Times Announces the Launch of a New Website

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Good Times Restaurants Inc. (Nasdaq:GTIM) announces the launch of their new website as a part of a marketing strategy enabling them to better reach their core audience. The website has the same URL as the previous web site but that's where the similarity ends.

"We've built a website that closely resembles the culture and spirit of Good Times Burgers & Frozen Custard which at its core is great food, good fun, and outstanding service," said Eric Reinhard, Chairman and Chief Development Officer. "Our customers seek more from a quick serve choice when they consider Good Times and we felt our website must enable them to do the same. Our partners at Motive Design + Interactive did a great job insuring that we delivered precisely against this objective."

When you log on to [www.goodtimesburgers.com](http://www.goodtimesburgers.com) you will find an animated home page hosted by the Good Times Director of Global Expansion as well as a cast of unique characters that will help you navigate the site. From the home page you'll be able to engage the Good Times characters to learn about locations, employment, community partnerships, franchisee information and of course the menu. For more tasty interaction, try joining the Good Times Eclub where you'll receive a free sandwich when you join, the Good Times Birthday Club that will present you with the gift of fresh frozen custard, or perhaps loading up the Good Times photo booth full of random fan shots from recent events at Pepsi Center.

So the next time you're surfing the web, give Good Times' new site a try and as always, follow your mouth.

Good Times Burgers & Frozen Custard has 44 restaurants, mostly in Colorado, serving high-quality, 100% all-natural Coleman beef burgers, chicken sandwiches, and fresh frozen custard.

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