

## **Campusfood.com and The Student Media Group Announce Affiliate Partnership**

March 24, 2007 New York, NY – Campusfood.com, the nation’s leading online network of restaurants, is pleased to announce an affiliate Marketing and Sales partnership with The Student Media Group, a division of Springboard, Inc. and the creator’s of the PLAN-IT student daily planners. This partnership is designed to expand the Campusfood.com network and educate students about their online food ordering service from popular local restaurants. In addition, the partnership enables The Student Media Group to enhance new and existing local business relationships by offering their clients exposure through Campusfood applications on Facebook™ and Google™.

Frank Blot, CEO of Dotmenu, Inc., operators of Campusfood.com said, “This partnership just makes perfect sense for both companies. It allows Campusfood to gain a stronger local presence at campuses where Student Media Group is already prevalent helping to reinforce Campusfood as the premier way for students to order food. It also provides The Student Media Group with another asset for advertising their local business partners. ”

Paul Alford, President of The Student Media Group commented, "The Student Media Group is excited about our partnership with Campusfood.com. This relationship creates another way for local businesses to reach students and the University community: through their stomachs! Campusfood.com has proven that they are the industry leader in the online food arena and we look forward to developing additional local connections to enhance both organizations."

The partnership will begin with five campuses: East Carolina University, West Chester University, Villanova University, University of South Carolina – Columbia, and Southern Illinois University. Both Campusfood and The Student Media Group look forward to continuing this partnership at many more campuses in the future.

### **About The Student Media Group/Springboard, Inc**

The Student Media Group, Inc. a division of Springboard Inc., created the Plan-It student daily planners. PLAN-IT daily planners are distributed at the beginning of the fall semester in over 50 University communities. The PLAN-IT provide customers with information and dates for the local University community (on and off campus) and have local and mobile university yellow pages to help students , faculty and staff navigate the local area.

Student Media Group is location in West Chester, PA. For more information on the PLAN-IT daily planners and local SMG marketing initiatives, please visit [www.studentmediagroup.com](http://www.studentmediagroup.com).

### **About Campusfood.com**

Campusfood.com, a Dotmenu, Inc. company, is the nation's leading network of restaurants that offers online menus with interactive ordering for students and local communities. Campusfood.com also provides innovative marketing programs to restaurant partners, local businesses and national brands. Through a virtual food court, Campusfood connects millions to a national base of over 2,000 chain and independent restaurants at more than 300 of the top campuses across the country. Campusfood.com has over 1 million registered users with over 7 million orders to date.

Campusfood.com is located in New York, NY. For more information on Campusfood, please visit [www.campusfood.com](http://www.campusfood.com).

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