

LION AND ROSE ENGLISH PUBS ADD STATE OF THE ART TALKING MENUS

Authentic English Public Houses Go High-Tech with American-made *Menus That Talk*™

October 22, 2007: Miami, FL—Electronics developer [Menus That Talk, Inc.](#) and [The Lion & Rose](#), a fast-growing English pub-style restaurant agreed to install *Menus That Talk*™ into Lion & Rose restaurants throughout the Texas company's expanding chain.

Lion and Rose president and CEO Allen Tharp said, "We are always looking for ways to add to our guests' comfort and the pleasure of their dining experience. We were fascinated when we saw *Menus That Talk*'s introduction at an industry trade show in Chicago earlier this year."



ABOUT MENUS THAT TALK

Menus That Talk™ is a portable audio menu, designed as an alternative to printed menus for visually-challenged customers. Diners press buttons representing food categories, like APPETIZERS, SEAFOOD and DRINKS, and the menu responds by *talking* about the cuisine, prices and special offers, in the language of their choice. The device is about the size of a DVD container and features Braille characters for blind customers. Its portability allows diners begin browsing the menu even while waiting to be seated.

ABOUT THE LION & ROSE

The Lion & Rose is a Texas-based franchise that brings American diners the sights, sounds and eclectic tastes of old England in the genre of an authentic pub complete with darts, pints, suits of armor and genuine "public house" good cheer.

"*Menus That Talk* answers basic questions that our managers deal with day to day," Lion and Rose's Tharp said. "How do you bring your restaurant services to sight-impaired customers? How do you make changes to your menu without the trouble and expense of reprinting them? How can technology reach out to customers in ways they will truly remember and value?"

Inspired by a true-to-life experience, *Menus That Talk* CEO Susan Perry was having lunch with her niece, a young woman with advanced macular degeneration who cannot read a menu from any distance. "When my niece Jessica asked if I would read the menu specials to her, I realized I had forgotten my glasses, and we had a good laugh," said Perry, "but the incident begged the question, why can't menus talk to customers?" After nearly a year of development she and partner Richard Herbst showed the first completed menus to restaurant owners.

"Restaurants face some unique challenges," says Herbst. "They are serving more diverse customers with ever smaller wait staffs. Managers are under pressure to get food choices and cuisine descriptions in front of customers. We're filling that need with a simple audio device that anyone can use. And, *Menus That Talk* satisfies basic Americans With Disabilities requirements," he added.

The Menu supports two languages simultaneously; the company currently offers English, Spanish, French, Portuguese, German, Italian and Russian. Customers simply press the language of their choice, and browse the menu. A detachable external earpiece provides privacy, also interfacing with modern Telecoil®-equipped hearing aids for added service to the elderly and hearing-impaired.

###

Company contacts:

[Menus That Talk:](#)

s.perry@menusthattalk.com

Susan Perry, President, CEO
305 255-9600

Richard.herbst@menusthattalk.com

Richard Herbst, Vice President Marketing, Engineering
786 449-9351

[The Lion and Rose](#)

JamesM@thelionandrose.com

James MacKay, VP Franchise Development
210.798.5301