

FOR IMMEDIATE RELEASE



***Return on Ingredients Joins Forces with Adept Marketing
to Create a Deliciously Cost Effective Brand***

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December 1, 2008 (Columbus, OH) -- *Return on Ingredients*, a new company providing the restaurant industry with a customized profit management system, recently announced a major advertising partnership with *Adept Marketing*. The centerpiece of this collaboration is *Adept's* brand development for *Return on Ingredients*, from the concept stage to marketing materials and website launch.

Mark Kelnhofer, President and CEO of *Return on Ingredients*, created a proven, one-of-a-kind methodology to mitigate loss and increase profits in the restaurant industry. *Adept* looks forward to providing exceptional brand development and creative tactical solutions that will position *Return on Ingredients* as a leader in the field of restaurant profitability management.

"After carefully listening to Mark's idea for his new company, we created and launched a brand development campaign to secure *Return on Ingredients'* future profitability and sustainability," said Danielle Walton of *Adept Marketing*. "There is nothing typical about Mark's strategy of customizing cost-saving solutions that transform kitchen ordering and the financial bottom line. We had to develop a brand that would communicate how unique and specific Mark's methodology is to ensure *Return On Ingredients* stands out in the competitive restaurant industry."

Kelnhofer said, "*Adept's* proven track record at creating successful brands was a definite selling point for me. I had the idea for my company and *Adept* brought it to life throughout the entire process. It's an exciting time with the launch of the website and I'm very much looking forward to the next phase of the campaign."

Return On Ingredients shares its cost-management practices from beginning to end with restaurant managers and executives starting with the idea and planning stages of their strategy through training, implementation and finally into the kitchen where it counts. Mr. Kelnhofer's more than 15 years of experience in bottom-line boosting accounting, including seven years in restaurant cost management, brings a great deal of profit to the dinner table.

"We know Mark's product is an important ingredient for restaurants and it's going to revolutionize the way they operate," Walton said. "Nobody is doing anything like what Mark has developed. We look forward to his success and continued development and execution of his unique brand awareness."

About Return On Ingredients

Created by Mark Kelnhofer, *Return On Ingredients* is an innovative provider of a proven system for mitigating loss and increasing profits for fine dining restaurants. For additional information, visit www.ReturnOnIngredients.com.

About Adept Marketing

Adept Marketing is a full-service marketing and public relations firm located in Columbus, OH creating business advantage for customers through innovative marketing strategies. Learn more about *Adept* by visiting www.MarketinAdept.com.

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