

Press Release

DineWise To Broaden and Accelerate Online Marketing Efforts with a Pay-for-Performance Customer Acquisition Model

FARMINGDALE, N.Y.--(BUSINESS WIRE)--June 26, 2007--DineWise, Inc. (OTCBB:DWIS), a leading direct marketer of delicious, chef-prepared meals and quality foods since 1959, today announced it has signed an agreement with LSF Interactive, a division of LSF Network, to accelerate and broaden its online reach and deliver new customers over the web on a pay-for-performance basis. LSF will be compensated upon DineWise acquiring a new customer purchasing its products and services online by credit card transaction, and not for "just browsing" web visitors.

Thomas McNeill, DineWise Vice President and Chief Financial Officer said, "We are very pleased with the substantial growth of the DineWise(R) brand in such a short period of time. Currently, DineWise offers over 5,000 chef-prepared dining solutions delivered in convenient individual or family packages, which can be customized to reflect the individual palates and dietary preferences of each customer. The Company markets its products through several distribution channels, including catalogs, a website, and online advertising. Partnering with a proven agency such as LSF will allow DineWise to expand and accelerate its marketing programs, with the added benefit of only paying when the sale is consummated. This is a terrific way to augment our marketing initiatives with no risk or upfront cash requirements. This arrangement with LSF is a great departure from the traditional online lead-generating campaigns in which marketers typically pay for each new prospect regardless of whether they convert to paying customers or not."

"We are delighted to be partnering with DineWise, and supporting them in achieving their marketing strategies by attracting new customers on a pay-for-performance basis, said Daniel Laury, CEO of the LSF Network. In our experience, clients want to improve online revenue but with minimal risk. We are confident that our consultative approach, coupled with a 'pay only for results' model makes the most sense and delivers measurable results in account creation and Internet expansion. LSF Network will design an integrated lead-generation campaign that leverages multiple Internet components, such as search engine marketing, e-mail, banners, and community shopping sites to attract high volume quality traffic to the DineWise website."

About DineWise, Inc.

Headquartered in Farmingdale, New York, DineWise(R) is one of the nation's leading multi-channel direct marketers of the finest, chef-prepared meals delivered directly to your door and ready to serve in minutes. Since 1959, DineWise has been assisting time-starved, nutritionally conscious, and temporarily or permanently homebound consumers enjoy easy, quick, customized meals. DineWise caters to the growing demand for products and services that address prevailing consumer trends for convenience, nutrition and weight management solutions. To learn more, visit www.DineWise.com and find a complete menu of nutritious and convenient dining solutions.

About LSF Network

About LSF Network

Since 1999, the LSF Network, www.lsfnetwork.com and its marketing division LSF Interactive, www.lsfinteractive.com has delivered integrated online campaigns for some of the world's best brands. Working directly with advertisers and with their agencies, LSF Network delivers customer leads on a pay-for-performance basis to large and small brands through all of the Internet's major distribution channels - including an affiliate partner network of 150+ publishers, search, e-mail and our own web properties which include over 20 million registered users. Headquartered in South San Francisco, CA. The LSF Network has operations in Europe, India and China, and currently employs about 90 people worldwide.

Safe Harbor Statement

This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements are subject to risks and uncertainties that could cause actual results to vary materially from those projected in the forward-looking statements. The company may experience significant fluctuations in future operating results due to a number of economic, competitive, and other factors. These factors and others could cause operating results to vary significantly from those in prior periods, and those projected in forward-looking statements. Additional information with respect to these and other factors, which could materially affect the Company and its operations, are included in certain forms DineWise has filed with the Securities and Exchange Commission.

CONTACT: CCRI Financial Group
Malcolm McGuire, 800-828-0406
mmcguire17@cox.net

SOURCE: DineWise, Inc.

