



NEWS RELEASE

Erin Levzow Joins Del Taco Restaurants, Inc. as Vice President Marketing Technology

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LAKE FOREST, Calif.--(BUSINESS WIRE)-- **Del Taco Restaurants, Inc.** ("Del Taco" or the "Company"), (NASDAQ: TACO), the nation's second largest Mexican quick service restaurant* (MQSR), today announced that Erin Levzow is appointed to the new position of Vice President Marketing Technology. Levzow brings a wide breadth of experience in marketing, marketing technology, mobile apps and ordering technology, as well as building loyalty and rewards programs, across multiple industries.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200914005936/en/>

Del Taco appointed Erin Levzow to the new position of Vice President Marketing Technology. She will carry forward marketing technology efforts for the nation's second largest Mexican quick service restaurant. (Photo: Business Wire)

"As the technology space becomes more critical for customer engagement every year, we continue to plan and

execute against building competitive and innovative systems for our brand," said Tim Hackbardt, Chief Marketing Officer of Del Taco. "We are pleased to welcome Erin to the Del Taco team to carry forward our marketing technology efforts. I know her experience shaping successful digital, martech and ecommerce strategies will make a tremendous impact on the ways we engage with our guests and differentiate our fresh food, value and convenience offerings."

In her Vice President role at Del Taco, Levzow will lead the marketing technology team by developing strategic, integrated programs to drive consumer loyalty and increase visit frequency. She is responsible for the Del Taco

Mobile App, CRM (Customer Relationship Management) approach, third party delivery partnerships, digital ordering, and will help identify and lead other digital initiatives and emerging technology opportunities.

“Throughout my career, I have enjoyed accelerating a brand’s vision through leveraging marketing technology opportunities,” said Levzow regarding her new role as Del Taco’s Vice President Marketing Technology. “I’m thrilled to join the team and apply my expertise with such an iconic and growing brand like Del Taco.”

Recognized with the prestigious Top 25 Women to Watch in Mobile Marketing Award from Mobile Marketer, Levzow’s more than 15 years of marketing experience crosses casino gaming, hotels, hospitality and restaurants. She has held senior and executive leadership positions leading marketing, digital, social media, loyalty and ecommerce strategies. Her previous roles include working for brands such as MGM Resorts International, Palms Casino Resort, Marcus Hotels & Resorts, Freebirds World Burrito and Wingstop Restaurants.

About Del Taco Restaurants, Inc.

Del Taco (NASDAQ: TACO) offers a unique variety of both Mexican and American favorites such as burritos and fries, prepared fresh in every restaurant's working kitchen with the value and convenience of a drive-thru. Del Taco's menu items taste better because they are made with quality ingredients like fresh grilled chicken and carne asada steak, sliced avocado, freshly grated cheddar cheese, slow-cooked beans made from scratch, and creamy Queso Blanco.

The brand's campaign further communicates Del Taco's commitment to providing guests with the best quality and value for their money through cooking, chopping, shredding and grilling menu items from scratch. Founded in 1964, today Del Taco serves more than three million guests each week at its approximately 600 restaurants across 15 states. For more information, visit www.deltaco.com.

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