



DINEWISE SELECTS TACTION AS CUSTOMER SERVICE PARTNER

WALDOBORO, Maine – November 30, 2006 – Taction – The Contact Center today announced that it has been selected by *DineWise*, Inc. (OTCBB:DWIS), a leading provider of chef-prepared meals since 1959, to help expand its hours of operation and ensure that callers can always reach a customer service agent quickly.

During evenings and weekends, agents at the Waldoboro-based contact center will answer all of *DineWise*'s telephone calls from customers and interact with them via live-chat sessions over the Internet.

On weekdays, Taction agents will answer any telephone call that a *DineWise* agent can't pick up promptly. The overflow calls will be routed from *DineWise*'s headquarters in Farmingdale, New York to Waldoboro.

The expanded hours are part of *DineWise*'s dynamic growth plans, as are its upcoming launches of new products, including holiday meals and meal plans for dieters.

"*DineWise* customers experience the highest level of convenience when they enjoy our delicious meals. We want them to experience the same level of convenience when they call to plan order or seek assistance during an Internet transaction," stated Richard Gray, Chief Marketing Officer of *DineWise*. "Our in-house agents are extraordinary, and now they'll have Taction's equally talented agents backing them up during busy times – and Taction's agents will take over completely during off-hours. This means our customers will be able to reach *DineWise* quickly, as well as around the clock."

For nearly 50 years, *DineWise* has been the nation's leading direct marketer of premium chef prepared meals. *DineWise* lets 'time-starved,' nutritionally conscious and homebound consumers enjoy easy, quick and customized meals. "*DineWise* doesn't take the concept of partnership lightly and chose Taction after a careful search," added Gray.

"Taction has vast experience in the specialty food industry," Gray said. "Taction agents understand that customers want more than great products that make life easy and enjoyable – they want knowledgeable, accurate answers to their questions and prompt, friendly service at a time that's convenient for them."

DineWise meals are delivered directly to customers' homes and allow an element of customization that is difficult to find elsewhere. Customers can mix and match entrees, vegetables, side dishes and desserts. They can buy family sized meals or smaller portions, and they can request special meals for diabetics, seniors and people on low-sodium diets. "*DineWise* works with an advisory board of chefs and nutritional experts to ensure that each meal provides optimal health benefits, contains the highest quality ingredients, and tastes sensational," continued Gray.

Each meal is flash-frozen at the peak of the cooking process, and is ready to go from freezer to table in minutes. Upcoming offerings include entire Thanksgiving and Christmas dinners that are easy to prepare and offer all of the appeal of a home-cooked meal.

Executives from the fast-growing company were in Waldoboro recently to train Taction's agents. They provided each Taction agent with a *DineWise* meal. Agent Steve Farnum brought his meal home to share with his wife, Lynette.

"We had the beef steak with bordelaise sauce, roasted red potatoes and asparagus tips," Farnum said. "It was so easy to prepare, and it tasted delicious!"

Taction's CEO and founder, Steve White, said he looks forward to a long and successful partnership with *DineWise* and he is pleased that his Company will be part of *DineWise*'s projected growth.

"*DineWise* and Taction are a perfect fit," White said. "And we're proud to work with a company that lets busy families sit down to supper together, and also allows those dining alone to enjoy a gourmet meal."

About *DineWise*, Inc.

Headquartered in Farmingdale, New York, *DineWise* is engaged in offering the finest, chef-prepared meals delivered to your door and ready to serve in minutes. Since 1959, *DineWise* has been delivering nutritious, mouth-watering cuisine to hundreds of thousands of households across America. Each meal is prepared using only the finest, chef-quality ingredients and then flash frozen to ensure superior freshness and flavor. To learn more about *DineWise*'s extensive menu of nutritious and convenient gourmet meals, visit www.dinewise.com. Ask about how to receive 12 meals free and sign up for a free informative newsletter to stay abreast of new healthy lifestyle solutions.

About Taction – The Contact Center

Taction is a leading provider of contact center services for some of the world's most trusted brands. Current and past clients include Smartpak Equine and Canine, Cuddledown, Samsonite, American Express, Kodak, Maine's Office of Tourism, Harbor Sweets, Polaroid, Lotus 1-2-3, and Frank Schaffer Publications. Founded in 1983, the company offers direct-to-consumer services, such as order-taking, order tracking, and providing customers with answers to their complex product questions. It also offers business-to-business services, helping its clients find new dealers for their products and servicing their current dealer accounts. Taction operates 24 hours a day, seven days a week. Visit www.taction.com for more information.

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 *DineWise* and its operations, are included in certain forms the Company has filed with the Securities and Exchange Commission.*

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