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# SCOTTSDALE REPUBLIC

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## 'Pink' Web site titillating

Pink Taco, the notoriously hip eatery in Scottsdale, is selling more T-shirts and tanks than the original Pink Taco in Las Vegas, said Paul Rotner, the restaurant's vice president and general manager.

Another publicity stunt?

Although gross sales were not provided, Rotner said the Scottsdale location, southwest of Camelback and Scottsdale roads, has "exceeded our expectations for summer sales."

He said the company's Northeast Valley store, which opened in June, has sold 1,823 women's tank tops and 1,346 T-shirts.

If you've already got all the

T-shirts and tanks you need, maybe Pink Taco's new Web site will grab your attention.

Pink Taco didn't get the naming rights to the new Arizona Cardinals football stadium in Glendale — now called University of Phoenix Stadium. But the Web site may in time generate just as much publicity with its hip, and even sexually oriented, content that could make you laugh or raise your eyebrows.

The site, [www.pinktaco.com](http://www.pinktaco.com), sports interactive games, girls, music and a bouncing wrestler. Under the press link, the site even includes a clip from *The Daily Show With Jon Stewart*, which clowns around with the eatery's name, which is slang for a women's private anatomy.

Under the guidance of Harry Morton, Pink Taco's chief executive officer, the site was designed by Jay Schwartz and his IdeaWork Studios of Santa Barbara, Calif.

"It's fun and cheeky," Schwartz said. "And it attracts a certain client that's open to the hip and edgy. It isn't for everyone."

Morton said the site's intention is to introduce new customers to the eatery and have fun while checking it out.

"We want visitors to be able to get a feel for our brand, and our restaurant, as if you had never had a chance to visit in person before," he said.

Yikes!

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