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US Beverage Net Announces Partnership with 24-7 Hospitality Technology

POS Solution Provider to Market Patented Draft Beer Monitoring Technology

Syracuse, NY – February 18, 2011 – US Beverage Net (USBN), a patented draft beer inventory solution provider, today announced a strategic partnership with 24-7 Hospitality Technology (24-7) to market its draft control solution to 24-7's growing network of customers. Also, with the completion of a customized interface, 24-7 customers will be able to seamlessly integrate their existing POS system into USBN's patented program. 24-7, a leading point-of-sale (POS) solution provider, is the distributor of onePOS software that integrates with restaurant back-office systems, wait-list management software, and kitchen management software. The strategic partnership will enable 24-7 to provide a value-added product offering to its network of restaurant customers.

Syracuse, NY-based US Beverage Net's draft beer monitoring solution helps restaurant and bar operators reduce losses that arise from wastage and theft of draft beer. Since draft beer is poured out of 2000 ounce kegs, operators find it difficult to keep a check on the ounces of beer poured. As a result of this lack of visibility, operators lose 20-25 percent of all draft beer due to employee negligence in pouring or faulty equipment or free giveaways by bartenders. USBN's technology allows operators to control such losses by monitoring draft beer pours in real-time and automatically comparing it to what is sold at the cash register or the POS system.

"We are happy to announce our partnership with 24-7 and are looking forward to a mutually rewarding relationship," says Josh Solomon, Director of Sales for US Beverage Net. "24-7 is an established provider of POS solutions to the hospitality industry. Their focus is on providing restaurateurs with a total technology and support solution. Our breakthrough draft beer solution is delivering great results for restaurant and stadium operators all over the country and is a natural addition to their service offering."

USBN's technology consists of flow-meters installed in each draft beer line to measure the ounces of beer flowing through. The data is collected by the company's proprietary "bevBOX" that sends it to the company's secure servers through an internet connection. At the same time a data export feature, jointly developed by USBN and 24-7 software teams, collects data in the form of sales "rings" from the restaurant's POS system. Proprietary software then automatically compares exact ounces of beer poured with the product sold at the POS system. The entire process happens in real-time and restaurant operators can see the live data on US Beverage Net's website at two to three minute intervals. USBN holds two patents on its technology platform.

Since its inception in 2005, USBN has been delivering significant results for national restaurant chains and local concepts alike. "US Beverage Net provides a tool that allows our organization to achieve draft yields of 97%, on a consistent basis," says Brian J. Carmody, COO of JK&T Wings, which owns and operates over 30 Buffalo Wild Wings locations in Michigan, Illinois, and Louisiana, and Massachusetts. JK&T tested US Beverage Net's system at six of their restaurant locations before deciding to implement the technology companywide. "The USBN system has given us a better system to monitor our pouring versus sales. Our pour costs have reduced from 24.5% to 21.5% with the system in place," says Trey Woessner, President of Buckeye Restaurant Concepts, another Buffalo Wild Wings franchisee based in Colorado.

Besides Buffalo Wild Wings, USBN's client list includes major national chains such as Hooters, Rock Bottom Brewery, Quaker Steak & Lube, and Old Chicago as well as local concepts such as Cask 'n Flagon and Game

On in Boston and Heartland Brewery in New York. Major concessionaires such as ARAMARK and Delaware North Companies have started implementing USBN's technology at high-profile stadium and airport locations.

About 24-7 Hospitality Technology

24-7 Hospitality Technology provides restaurateurs with a total technology and support solution. Their onePOS software integrates with back-office software, wait-list management software, and kitchen management software. For over 35 years, members of the company have supported thousands of systems in the hospitality, hotel/resort and restaurant industries. The company works to provide superior customer satisfaction by providing a total management solution and support 24 hours a day, 7 days a week and 365 days a year. For information, visit www.247ht.com.

About US Beverage Net, Inc

US Beverage Net is a data-management company that offers real-time web-based inventory control and marketing solutions to a customer network consisting of bars, restaurants, concessionaires, and beer distributors and manufacturers. The company has developed a patented technology that monitors every ounce of draft beer poured and compares it with product sold at the cash register. By tracking actual product movement in real-time, US Beverage Net's technology helps restaurant and bar owners reduce losses arising from theft and wastage of beverages. The data collected by US Beverage Net also provides cost effective inventory management to beverage distributors and previously unavailable marketing information to beverage manufacturers.

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