

FOR IMMEDIATE RELEASE

## **Brann's opens up Midwest market for US Beverage Net**

### **Steakhouse chain to implement USBN's draft beer solution at Grandville, MI location**

**Syracuse, NY - November 29, 2007** – Brann's Steakhouse and Grille, a Michigan based casual dining chain, has decided to implement US Beverage Net's (USBN) unique draft beer monitoring solution at its Grandville, MI location. This will be USBN's first installation in the Midwest region and will expand its national footprint to 11 states. Besides MI, USBN currently has customers in CA, CT, FL, LA, MA, MD, NY, TN, TX, and WV.

As the restaurant industry continues to be challenged by a tough operating environment, beverage profitability remains critical to the success of restaurants. Operators looking for effective cost controls are increasingly implementing creative solutions such as the one offered by USBN. With a service that offers real time visibility and control over the most difficult category to manage, USBN's draft beer monitor has been welcomed by chain operators nationwide.

USBN has already demonstrated significant cost controls for its customers and is smartly positioned with an array of top restaurant concepts in its portfolio already. The company remains intensely focused on expanding its customer base while delivering superior value to its customers. "We are making significant strides with a variety of restaurant concepts all over the country," said Mark Young, CEO of USBN. "Brann's is definitely a great addition as we line up the Midwest market."

#### **About Brann's Steakhouse and Grille**

Brann's Steakhouse and Grille is a casual, family-oriented steakhouse and grille chain that serves an award-winning menu of steaks, burgers, chicken, and ribs daily for lunch and dinner. With 7 established Western Michigan locations, along with Brann's Catering, and Brann's Wedding & Conference Center, Brann's recently opened 2 new locations in Eastern Michigan.

#### **About US Beverage Net, Inc.**

US Beverage Net, Inc. (USBN) is "the" beverage monitoring and data-management company that offers web-based inventory control, data research, and marketing solutions to a customer and supply chain network consisting of high volume bars, restaurants, concessionaires, distributors, and suppliers. Established in July 2005, USBN offers a patent-pending solution that enhances beverage inventory control efficiencies and maximizes profits by reducing beverage waste and loss. By tracking ounces of draft beer flow and sales in real time, the USBN solution reduces variances (difference between ounces poured and sold), offers improved inventory management, and tracks brand performance in real time.

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