

FOR IMMEDIATE RELEASE

Cask 'n Flagon adds web-based draft beer technology

Chooses US Beverage Net's technology to monitor draft beer flow and enhance profitability by reducing product losses

Syracuse, NY –July 10, 2008 – US Beverage Net (USBN) today announced the signing of a two year contract with Boston based Cask 'n Flagon. Often regarded as synonymous with Fenway Park, "The Cask" serves as many as 5,000 patrons on a busy game day. With draft beer accounting for a significant portion of its revenues, Cask 'n Flagon has decided to implement USBN's draft beer technology to monitor product flow and reduce inventory shrinkage. The Cask is another addition to USBN's rapidly expanding portfolio of customers in the Boston area. The company is already working with high-profile concepts such as *Game On!*, Boston Beer Works, Piccadilly Pub Group, and Cambridge Queens Head Tavern in the Boston area, in addition to national chains such as Hooters, Buffalo Wild Wings, UNO Chicago Grill, BJ's Restaurant, and Heartland Brewery.

Over the years, The Cask has become is a landmark location for diehard Boston Red Sox fans, college students, locals and tourists. The top-notch sports bar began as a small neighborhood bar known on the corner of Brookline Avenue. Today, it features twenty-four draft beer taps at two different bars within its premises. Implementing USBN's solution will allow management at The Cask to measure every ounce of beer dispensed and automatically compare it against what is paid for at the cash register. The technology platform, called bevManager, involves the installation of a flow meter in every beer line between the keg and faucet. Flow meters measure ounces of beer flowing and send the data to the company's centralized servers. The system is also tied in with the restaurant's cash register to monitor beer sales.



"The Cask" often serves as many as 5,000 patrons on a busy game day

The visibility created by USBN's system allows restaurant operators to identify product losses due to problems such as faulty equipment, poor pouring techniques, and theft. The restaurant industry typically loses one in every four kegs, or 25 percent of draft beer poured, due to these problems. Given the high volume of draft beer sales, the USBN technology is an ideal fit for The Cask. "If you have ever attended a Red Sox game at Fenway Park you have most likely visited Cask 'n Flagon. With huge beer volumes and rising costs, the owner recognized our value immediately," says Josh Solomon, Director of Sales for USBN. The monthly subscription fees paid by The Cask will not only give management unlimited access to their data via the web, it will also send automatic email and text message alerts when their variance is beyond a set threshold or product inventory is running low.

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