

FOR IMMEDIATE RELEASE

US Beverage Net signs Hooters Texas Wings

Franchisee with 43 locations agrees to roll out service to Houston region

Syracuse, NY - October 1, 2007 – US Beverage Net (USBN) today announced the signing of a multi-location contract with Hooters Texas Wings (HTW), a franchisee of Hooters of America, Inc. As part of the contract, USBN will roll out its draft beer monitoring service to part of the Houston region comprising of five locations. With the signing of the contract, USBN will now be installed at seven of the forty three companywide locations. HTW plans a phased rollout of USBN's services companywide in order to ensure adequate time and resources for management training.

"Not only has the USBN initiative increased yields, but it has also brought automation and accuracy to our beverage reporting and ordering system," said Cary Hamer, Director of Operations for HTW. HTW implemented USBN's draft beer solution at two locations in June 2007. During the initial test period at these locations, HTW reduced their average draft beer variances from 12% and 16% respectively to below 4%. The savings from reduced draft beer losses have been significant, especially since beer and wine account for 23% of Hooters sales companywide.

With customers including some of the major casual dining chains in the country, USBN is fast becoming the standard platform for beverage monitoring and management within the hospitality industry. USBN's patent-pending beverage monitoring solution accurately monitors ounces of draft beer poured, and compares that with ounces sold from the point-of-sale (POS) register. The web-based system provides restaurant/bar owners with accurate data and alerts in real time to help reduce their average draft beer losses (industry average of about 25%) to below 5%, resulting in significant additions to the bottom-line.

"As the leader in beverage monitoring technology, it is fitting for USBN to work with a company such as HTW, which is always looking for innovative solutions to increase profitability" said Mark Young, President and CEO at USBN. "We are committed to working as partners with companies such as HTW as we continue to offer value-driven solutions to the hospitality industry."

About Hooters Texas Wings

Hooters Texas Wings (HTW), a franchise of Hooters of America, Inc., opened its first store in 1989 at the Historic West End in Dallas, Texas. With all of the rights to Texas, HTW owns and operates 43 stores. This "neighborhood restaurant" concept stresses great food, great service, reasonable prices, and a relaxed atmosphere.

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 sold), offers improved inventory management, and tracks brand performance in real time.

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