

NEWS

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Ameranth's 21st Century Communications™, 'Data Synchronization' Patent Licensing Program Expands, and Accelerates

'#34 Licensees with #50,000+ deployed locations now licensed'

July 30, 2014, San Diego, CA — Ameranth, Inc. announced today that with the recent signing of new patent licensees, its 'data synchronization' patent licensing program continues to rapidly expand, with ever increasing adoption and acceptance in the hospitality industry.

Following the pivotal, milestone patent license with Taco Bell and its **#6000+** locations in March 2014, Ameranth's direct 'data synchronization' licenses now number **#34**, (with dozens of 'sub-licensees'), - (representing/including more than **#25** nationally recognized, large restaurant chains, totaling more than **#50,000** deployed locations), which are in various stages of roll-out). Ameranth has signed, (on average), at least one new patent licensee/month for well over two years now and it expects this trend to continue, if not accelerate as more and more chains/companies ethically recognize and respect the value of Ameranth's award winning, intellectual property. Further, the trends for greater usage of smart phones/web, (for ordering, reservations, waitlists, ticketing and mobile payments) will only continue to grow, with corresponding revenue increases for Ameranth, based upon its 'transaction based', recurring revenue patent licensing model.

Ameranth's pioneering web/wireless data synchronization inventions have been patented, (U.S. Patent Nos. 6,384,850; 6,871,325; 6,982,733, 8,146,077 - with three additional patents pending), have been widely adopted and deployed, and are now essential to the modern wireless/web hospitality enterprise. Further, **#28** of its most important/valuable patent claims were confirmed valid by the USPTO on March 26, 2014. Almost **#200** additional patent claims are also pending and/or under further review. The explosive growth of the use of smart phones, social/affinity group networking, cloud-based computing, wireless networks and related technologies now make the use and licensing of Ameranth's patents essential to achieve a totally synchronized system, *i.e.*, the 21st Century Communications™ system -- invented in 1998 by Ameranth's visionary inventors. Most modern hospitality information technology systems performing functions such as online/mobile ordering, reservations, ticketing and related functionality use Ameranth's patented inventions for synchronized operation.

'It is a daunting challenge for a small company like Ameranth to seek to enforce and license its patents, however the patent system is not reserved only for large/giant companies. Small, innovative companies like Ameranth, (upon which, much of the future of our countries economy depends), need

their innovations protected too. It is gratifying that more and more companies are respecting our patented inventions, (through fair and reasonable licenses) and I am very excited for Ameranth's future, - looking forward into 2015 and beyond.' stated Vern Yates, Ameranth's Chairman and Chief Executive Officer.

The adoption of Ameranth's technology by so many industry leaders/chains and the wide acclaim received by Ameranth for its technological innovations are just some of the many confirmations of the breakthrough aspects of Ameranth's inventions. Ameranth has received twelve different technology awards (three with "end customer" partners) and has been widely recognized as a hospitality wireless/internet technology leader by almost all major national and hospitality print publications, *e.g.*, The Wall Street Journal, The New York Times, USA Today, Harvard Business Review and many others. Ameranth was personally nominated by Bill Gates, the Founder of Microsoft, for the prestigious Computerworld Honors Award that Ameranth received in 2001 for its breakthrough synchronized reservations/ticketing system with the Improv Comedy Theatres. In his nomination, Mr. Gates described Ameranth as ***"one of the leading pioneers of information technology for the betterment of mankind."***

About Ameranth, Inc.:

Ameranth, Inc. (<http://www.ameranth.com>) is a recognized leader in the hospitality technology market, having been featured in the *Wall Street Journal*, *New York Times*, *Chicago Sun Times*, *USA Today*, *Business Week*, *Fortune*, *US News & World Report*, *Nation's Restaurant News*, *Hospitality Technology*, *TIME*, *CNNfn*, *San Diego Union Tribune*, and numerous other prestigious publications. Ameranth has also been awarded or participated in twelve technology/"best product" awards.

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