

# NEWS

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## ***Ameranth Signs a New Patent License with Taco Bell Corp. for Ameranth's Patented 21<sup>st</sup> Century Communications™ Web/Wireless Data Synchronization Inventions***

**'29th** patent license - includes mobile ordering/mobile payments'

**April 1, 2014, San Diego, CA** — Ameranth, Inc. announced today that it has entered into a new patent license agreement for mobile ordering and mobile payment processing with Taco Bell Corp. - [www.tacobell.com](http://www.tacobell.com) - the largest Mexican QSR restaurant company in the world - with nearly 6,000 locations. Taco Bell is headquartered in Irvine California. The Ameranth-Taco Bell patent license includes mobile ordering, mobile payments and other elements critical to mobile deployments in the hospitality space.

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 an additional patent pending), have been widely adopted and deployed, and are now essential to the modern wireless/web hospitality enterprise. The explosive growth of the use of smart phones, social/affinity group networking, 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 21<sup>st</sup> Century Communications™ system invented in 1998 by Ameranth's visionary inventors - which have been acknowledged as such by leading authorities and renowned experts, including, *e.g.*:

- Microsoft's founder Bill Gates, in personally nominating Ameranth for one of its many technology awards based on its patented technology, stated that: "Ameranth is one of the leading pioneers of the information technology age for the betterment of mankind."
- A *Business Week* article about Ameranth's hospitality technology, and its co-founder and lead inventor, Keith McNally (Ameranth's current President), commented: "Keith McNally's eMenu technology is his latest bid to speed service, and gain efficiencies, in the restaurant and hotel industries . . . it's not quite Star Trek."
- ("Ameranth's main product, 21st Century Restaurant, is *poised to become the industry standard* for mobile wireless ordering and payment processing in restaurants.") *Harvard Bus. Sch. Press* (2005).
- "Reaching an agreement with Ameranth for the use of its *novel patents* was important to Par, since we provide many of the restaurant and hotel industry's top brands and renowned properties with our industry leading hospitality products, solutions and services," Paul Domorski, Chairman & CEO of Par Technology Corporation".

In addition to its most recent patent license with Taco Bell, Ameranth has patent license agreements with EMN8, ORDIT, Cognizant Inc. , Monkeymedia, Splickit, Radiant, Red-Fork, Menusoft, Nu-Order, Tap to Eat, Restaurant Revolution Technologies, Netwaiter, Brink Software, Savory Mobile, Skywire Media, Chownow, Compelcart, Xpient, Munchaway, OrderBee LLC, Meplus1 LLC, Ticketmob/Laughstube, Par, Subtldata, Comcash , Snapfinger, My Check LLC, and Fork LLC and is in active negotiations to provide licenses to several additional hospitality industry product/service providers.

'Taco Bell is a renowned, global brand and an innovator itself in all aspects of mobility and we are very pleased that they took a patent license from Ameranth and that they are respecting our patents. They have joined the ever growing list of authorized Ameranth licensees. This patent license affords them, their partners, and their franchisees full patent coverage and protection in online/mobile ordering and payment processing,' stated Vern Yates, Ameranth's Chairman and Chief Executive Officer.

'Ameranth holds a number of patents in the hospitality mobile space and our decision to license their data synchronization patents affords Taco Bell and all of its franchisees and partners full patent coverage and protection in this space. We are pleased to have reached this agreement with Ameranth,' stated Greg Fancher, Chief Information Officer, Taco Bell Corp.

The adoption of Ameranth's technology by industry leaders 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, 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.

#### **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*, *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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