

NEWS

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Ameranth Inc. Receives a 'Notice of Allowance' for a New, Strategic 21st Century Communications™, 'Mobile/Web Data Synchronization' Patent

'New Patent Will Also Significantly Extend the Life of Ameranth's patents'

February 19, 2015, San Diego, CA — Ameranth, Inc. announced today that it has received an official 'Notice of Allowance' from the U.S. Patent Office for a new, strategic patent in its ever growing family of 'mobile/web data synchronization' patents. This new patent allowance - combined with the recent licensing of several new and major restaurant chains, and its other major successes in 2014, confirm the ever increasing adoption and acceptance of the value and validity of Ameranth's patented inventions in the hospitality industry in which the valuations of companies in the areas in which Ameranth's patents are directed e.g. 'online/mobile food ordering' are soaring.

This newly allowed patent, (application #11/190,633) - conceived by Ameranth's President and lead inventor, Keith McNally was allowed over **hundreds** of prior art references and a panel of **three** (ALJ's) – (Administrative Law Judges) - the highest patent review authorities in the U.S. Patent Office - **unanimously** overruled the previous examiner's erroneous rejection. This ruling followed a similar **unanimous** ruling in favor of validity of Ameranth's patents from an entirely separate panel of **three** (ALJ's) on March 26, 2014, as to another of Ameranth's 'data synchronization' patents, - its Patent No. 8,146,077. Thus, **six** of the most expert, most senior patent authorities within the U.S. Patent Office have independently and **unanimously** confirmed the validity of Ameranth's most innovative, 'web/wireless' - breakthrough inventions in just the last year.

The new patent, titled: '*Information Management and Synchronous Communication System*' includes #23 new claims, including e.g. Ameranth's inventive innovation, - its '**communications conversion**' technology – (e.g. automatically converting between disparate messaging formats/types)- as well as the innovative uses of wireless handhelds/smart phones - in the hospitality market e.g. for ordering, reservations, payment processing, inventory, waitlists and ticketing.

Following the pivotal, milestone patent license with Taco Bell and its **#6000+** locations in 2014 - which have now rolled out nationwide, Ameranth's direct 'data synchronization' licenses, (including industry powerhouses like Xpient, Cardfree, Tillster/EMN8, Monkeymedia, SplickIt, PAR/Brink, RRT, Chownow, Cognizant and others) - now number **#36**, (with dozens of 'sub-licensees'), - (representing/including more than **#25** nationally recognized restaurant chains, totaling more than **#50,000** deployed locations, which are in various stages of mobile/web roll-outs). Two more of the

largest restaurant chains in the world will be rolling out mobile ordering later this year, - licensed for Ameranth's patents. More and more chains/companies are ethically recognizing and respecting the value and validity of Ameranth's multiple 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 more, with corresponding licensing 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 and more planned), and they have been widely adopted and deployed, within the modern mobile/web hospitality enterprise. Further, **#28** of its most important/valuable patent claims were confirmed valid by the USPTO PTAB on March 26, 2014. Almost **#150** additional patent claims are also still pending with additional patents expected to be issued to Ameranth in 2015 and 2016. The explosive growth of the use of smart phones, social/affinity group networking, cloud-based computing, wireless networks and related technologies now help to achieve a totally synchronized system, *i.e.*, the 21st Century Communications™ system -- invented in 1998 by Ameranth's visionary inventors.

'Small, innovative companies like Ameranth, (upon which, much of the future of the U.S. economy depends) need their innovations and inventions protected and respected - just like the larger companies do. It is gratifying that the U.S. Patent Office - (as shown with this vital new patent allowance) and more and more companies are respecting and recognizing our patented inventions, (through our fair and reasonable licenses). I am very excited for Ameranth's future, - looking forward into 2015 and especially with the significant extension of patent life associated with this new patent allowance.' 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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