



News Release

**CARDFREE Completes its Next Generation
Order-Ahead Product
Signs Patent License with Ameranth. - for its Patented 21st
Century Communications™ Web/Wireless Data
Synchronization Inventions**

SAN FRANCISCO, December 2, 2014 —CARDFREE Inc. (CARDFREE) of San Francisco, California, (www.cardfree.com) announced its next generation order-ahead product and also that it has signed a patent license with Ameranth Inc, of San Diego. CARDFREE is the leading mobile commerce provider to merchants, with many of the world's largest restaurant chains as customers. This new patent license enables CARDFREE to provide its exceptional online/mobile ordering solutions within the US - for restaurants and other verticals. CARDFREE's award-winning platform provides full commerce capabilities including cross-channel CRM, loyalty, payments and now its next generation order-ahead solution.

“Order-ahead has become one of the ‘must haves’ for many merchants but the last generation platforms weren’t built for mobile and had too many constraints to fulfill our customers’ needs. We’re excited to launch our next generation order-ahead product with a top-ten QSR in the next few months. We are also pleased to be able to include a license for Ameranth's patents for online/mobile ordering integrated into our cross-channel commerce solutions and to offer very advantageous licensing rates for our customers,” said Jon Squire, chief executive officer and founder of CARDFREE.

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. 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 21st Century Communications™ system invented in 1998 by Ameranth's visionary inventors.

“CARDFREE is a true innovator - as has been confirmed by its selection by many of the largest and most respected restaurant brands in the hospitality industry. We are very pleased that they have decided to respect our patents, while others willfully infringe them. This patent license affords CARDFREE, their partners and their customers full patent coverage and protection in online/mobile ordering and Ameranth has provided and will support very favorable licenses for it and its customers” stated Vern Yates, Ameranth's Chairman and Chief Executive Officer.

About CARDFREE

From the team that deployed the three largest mobile commerce initiatives in the U.S., CARDFREE offers merchants a one-stop solution to mobilize and enhance the customer experience for maximum ROI. CARDFREE offers complete, integrated solutions for merchants from mobile and online through to the POS. Our award-winning platform provides end-to end capabilities to engage customers via merchant-branded interfaces such as mGifts, messaging, offers, loyalty, payments, order ahead and social media integration. CARDFREE is headquartered in San Francisco and has been recognized as a "Fierce 15" company by Fierce Wireless. Customers include Taco Bell, Sonic Drive-In and Checkers/Rally's.

For more information, visit www.cardfree.com or contact press@cardfree.com.

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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