



FOR IMMEDIATE RELEASE

***Ameranth Signs a New Patent License with  
CircleShout Inc. - for its Patented ‘21<sup>st</sup> Century  
Communications™ Web/Wireless  
Data Synchronization Inventions’***

*‘37<sup>th</sup> patent license further expands industry momentum in licensing Ameranth’s patents’*

**August 26, 2015, San Diego, CA** — Ameranth, Inc. announced today that it has entered into a new patent license agreement, (it's **37<sup>th</sup>**), with CircleShout Inc. of Carlsbad, CA - ([www.CircleShout.com](http://www.CircleShout.com)).

CircleShout is an exciting new forerunner for mobile loyalty, ordering, payment, and customer engagement, with numerous unique innovations, totally synchronized into a unified and adaptable platform solution for merchants in all industries. The only “digital Swiss-army knife” of its kind, CircleShout has already delivered extraordinary results to a leading national restaurant chain, with more to follow.

Ameranth is the original pioneer in/of the hospitality mobile/web space, and its patents are recognized throughout the industry. Ameranth has received multiple technology awards, widespread industry and press acclaim, achieved broad patent licensing and its patents have been confirmed valid, through multiple USPTO reviews by the very challenging AIA-CBM review process, in both 2014 and 2015.

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, 9,009,060 - with two 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 21<sup>st</sup> Century Communications™ system invented in 1998 by Ameranth’s visionary inventors. Modern hospitality information technology systems performing functions such as online/mobile ordering, reservations, ticketing and related functionality require the use of Ameranth’s patented inventions for synchronized operation. Ameranth has active patent infringement lawsuits against numerous infringing defendants; including Starbuck’s, Apple, Micros, Agilysis, Tabbed Out, OLO, Seamless, GrubHub, QuikOrder, OpenTable, Agilysis, Living Social (Onosys) - the three largest pizza chains – (Papa John’s, Domino’s, Pizza Hut) and many of the leading ticketing companies, travel aggregators and hotel companies.

Ameranth has existing patent license agreements with Taco Bell, Cardfree, Bj's Pizza, Cognizant, EMN8/Tillster, ORDIT, Monkeymedia, Meplus1, 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, Ticketmob/Laughstub, 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.

I have known the founders of CircleShout for a long time and after having been briefed on their technology and vision - it is clear that theirs is an **extraordinary total system solution**, which has enormous and broad potential. Ameranth looks forward to a long, close and very strategic relationship with CircleShout. This patent license affords CircleShout, their partners and their customers full patent coverage and protection in online/mobile ordering, customer loyalty, and mobile payment processing. Ameranth has provided and will support very favorable patent licenses for it and its customers' stated Vern Yates, Ameranth's Chairman and Chief Executive Officer.

"We are very pleased to be able to include a license for Ameranth's visionary and novel patents for online/mobile ordering and payments," said Ian Rice, Chief Executive Officer of CircleShout, Inc. "The breadth and depth of our leading patent-pending technology, combined with Ameranth's integral patents, solidifies our platform as **the** market-leader for mobile solutions. This is truly a game changer."

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. 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*, *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. Tel: (888) AMERANTH Fax: (858) 362-0151- ([www.ameranth.com](http://www.ameranth.com))

### **About CircleShout:**

CircleShout is the only 360° digital platform powered by Social Circle Engagement™ that delivers best-in-class white-label loyalty, ordering, payment, and marketing solutions for restaurants and retailers who want to directly connect with their customers and boost sales. Its world-class management team includes renowned restaurant operators, award-winning technology architects, and nationally recognized business executives. The privately held corporation is headquartered in San Diego, California with multiple offices across the US and Europe. To learn more about CircleShout, please visit [www.CircleShout.com](http://www.CircleShout.com).