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## **Ameranth Wireless Announces Magellan Online Restaurant Reservations System – Partners with Zagat Survey, LLC**

*Patented “cutting edge” technology and strategic partnership with Zagat Survey, LLC offers breakthrough reservations solution for fine dining restaurants*

**November 7, 2005** - Ameranth announced today at the 10<sup>th</sup> Annual FSTEC Show in Dallas that it has released its Magellan restaurant reservations product and has entered into a strategic partnership with Zagat Survey to provide an online restaurant reservation engine for their world-class website, [www.zagat.com](http://www.zagat.com). Through this strategic partnership, visitors to zagat.com will be able to make reservations at participating Ameranth restaurants. These restaurants will use the Ameranth Magellan service to receive reservations from Magellan’s technology engine and optimally configure their own restaurants’ operational parameters.

The Ameranth Magellan product is a complete reservation and guest management service that puts restaurants in charge of their online presence. It further provides the ability to manage all reservations and seating operations at the hostess station through an electronic guest book. The patent pending voice conversion and phone integration service also gives restaurants the choice in how their reservation information is delivered: via the online system, automated voice calls to the hostess stand, fax, text messages, or email. Magellan can be used as a complete stand-alone reservations solution or operate side-by-side with other existing reservations systems.

“While there have been several web-based restaurant reservations solutions on the market for some time, they have had their limitations - either in their business model, high costs or in their technical characteristics - that have limited adoption and success” said Keith McNally, CEO of Ameranth Wireless. “Magellan has an optimal solution for fine dining restaurants - large and small, by providing simplicity, affordability, control and access to the most coveted group of diners in the world - those that are zagat.com users.”

**Simplicity:** Many restaurants do not have sophisticated IT organizations or the bandwidth to train their restaurant staff on complex systems. Magellan can be set-up in less than ten minutes and easily integrated with an existing restaurant website. Restaurants can operate with their existing paper based reservations book or leverage the “electronic book” capability of Magellan, an intuitive and powerful interface that provides the essential information needed by a host. Thus a restaurant can leverage the power of web reservations, but is not required to learn/operate a complex system or change its operational procedures.

**Affordability:** Magellan is available for a simple, modest monthly fee and Ameranth does not charge extra for reservations from a restaurant’s own website. No special hardware is required. Restaurants can even manage their web reservations with a telephone.

**Control:** Each restaurant can easily select (1) the way reservations are provided to it, (2) how the system operates at the host station, (3) which portal partners it receives web reservations from and (4) how its guest database is marketed. The guest database is controlled by the restaurant. Guests making reservations on

the restaurant's own website are not linked off to other sites, as the emphasis for Magellan is to secure customers for the restaurant - not their competitors.

Zagat Partnership: Zagat Survey, the world's leading provider of consumer survey-based dining, travel and leisure information, has a loyal customer base that regularly uses zagat.com and ubiquitous Zagat printed guides to select their dining experience. These discerning consumers are the most coveted group of diners by fine dining restaurants. Ameranth's partnership with Zagat Survey now provides direct reservations capabilities from zagat.com to all Zagat rated restaurants utilizing the Magellan reservations service.

"We are pleased to have partnered with Ameranth to provide web-based reservation services to our zagat.com users. We believe that Magellan's many positive attributes will provide a great solution for our customers." said Ted Zagat, Chief Operating Officer - Zagat Survey, LLC.

Magellan is now available and restaurants can select, join, and use the service in minutes, simply by visiting <http://magellan.ameranth.com>.

**About Ameranth Wireless, Inc**

Ameranth Wireless Inc. (<http://www.ameranth.com>) is a recognized wireless, table management, and reservations systems leader in the hospitality market. Ameranth is partnered with several of the largest hotel, restaurant, gaming, and POS companies in the world. Microsoft and Symbol are strategic investors in Ameranth. Ameranth has also been awarded five "best product" awards in the Hospitality Market. Ameranth holds key intellectual property, both patented (Ameranth patents, 6,384,850 ; 6,871,325) and patent-pending, for Magellan and its other industry leading products.

**About Zagat Survey, LLC**

Zagat Survey is the world's leading provider of consumer survey-based leisure content. With more than 250,000 surveyors, Zagat Survey rates and reviews restaurants, hotels, nightlife, movies, music, golf, shopping and a range of other entertainment categories. Zagat content is available in print, on the Web, on the Palm and Pocket PC operating systems, on mobile phones, and on TV. For more information, visit [zagat.com](http://zagat.com).

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