

NEWS

FOR IMMEDIATE RELEASE

Ameranth Files Comprehensive New Patent Application for its 21st Century Communications™ Web/Wireless Data Synchronization Inventions

'#93 additional patent claims will greatly expand Ameranth's IP Portfolio'

April 30, 2014, San Diego, CA — Ameranth, Inc. announced today that it has filed a new patent application with the USPTO, (with **#8** new independent and **#85** new dependent claims), titled:

"An information management and real time synchronous communications hospitality software application based system with a synchronized ecosystem of multiple types of computing devices with varying non PC-standard display sizes operating in equilibrium via the internet and with a master database stored in a central location."

These new claims, (once allowed) will significantly expand and strengthen Ameranth's already comprehensive set of claims - across its family of data synchronization patents, and further defeat all perceived - but actually futile defenses that the defendants mistakenly are relying on to justify their continued infringements. Further, there are far fewer even 'perceived defenses' still available to the infringing defendants, after Ameranth's **#28** most important claims were recently upheld as valid by the USPTO. Infringing defendants like Grubhub, (who recently completed its IPO), Quikorder, and many others face ever increasing damages - which may be delayed, but will ultimately result in enormous financial consequences, resulting from their longstanding and ongoing infringements.

A panel of **#3** expert, USPTO Administrative Law Judges (ALJ's) recently confirmed that the core inventive aspect of these newly filed **#93** claims is fully disclosed in Ameranth's patents, (inclusive of this official assessment in their validity confirmations of Ameranth's **#8,146,077** patent):

"We are persuaded that the specification discloses customizing the display layout of each of two or more devices having different screen display sizes. A "principal object" of the '077 patent is to accommodate "non-PC-standard graphical formats[and] display sizes."

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 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 21st Century Communications™ system invented in 1998 by Ameranth's visionary inventors. Most modern hospitality information technology systems performing functions such as online/mobile ordering, reservations, ticketing and related functionality use 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, Order In, - 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, Cognizant, EMN8, ORDIT, Monkeymedia, Meplus1, Splikit, 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, Subtledata, Comcash, Snapfinger, My Check LLC, and Fork LLC and is in active negotiations to provide licenses to several additional hospitality industry product/service providers.

"Looking ahead, Ameranth is extremely confident of success against all the remaining infringing defendants and these new claims, (once allowed) will further bolster the already considerable breadth and strength of our patents. Ameranth offers a very fair and affordable licensing program, - which is confirmed by our #30 existing licensees. Those infringing defendants whom refuse to pay a fair licensing rate for their utilization of our breakthrough and innovative inventions will ultimately realize the enormity of their mistake, with their shareholders suffering the consequences" stated Vern Yates, Ameranth's Chairman and Chief Executive Officer.

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*, *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.

Tel: (888) AMERANTH Fax: (858) 362-0151- (www.ameranth.com)

