



FOR IMMEDIATE RELEASE

**Ameranth Signs a New Patent License with
Skywire Media Inc. for its Patented 21st Century
Communications™ Web/Wireless
Synchronization Inventions**

'Another new patent license further confirms the value of Ameranth's Patents'

May 14, 2012, San Diego, CA — Ameranth, Inc. announced today that it has entered into a new patent license agreement with Skywire Media Inc. of Las Vegas, Nevada www.skywiremedia.com - an exciting technology innovator with a myriad of breakthrough products and services in the hospitality/gaming market. In parallel with this license agreement, Ameranth and Skywire Media Inc. are establishing a strategic relationship to exploit their combined expertise in key hospitality/gaming market segments to collectively deliver even more innovations to the hospitality/gaming market.

Ameranth's pioneering web/wireless data synchronization inventions have been patented (U.S. Patent Nos. 6,384,850; 6,871,325; 6,982,733 and 8,146,077), 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. 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 Seamless, GrubHub, Exit41, PAR, QuikOrder, OpenTable, TicketMob/Laughstube, Agilysys Inc. and the three largest pizza chains - Papa John's, Domino's and Pizza Hut. In addition to Skywire Media Inc's new license, Ameranth has patent license agreements with Radiant, Menusoft, Netwaiter, Brink Software, Savory Mobile, Munchaway, Xpient and Snapfinger – and is in negotiation to provide licenses to numerous additional hospitality industry product/service providers.

"We are delighted to secure this new patent license agreement with Skywire Media," stated Vern Yates, Ameranth's Chairman and Chief Executive Officer. "We have known, partnered with and respected Shawn Harris (Skywire Media Inc.'s, founder and Chief Executive Officer) for more than a decade. Together, with his Chief Operating Officer, Thomas Castleberry, they bring a wealth of experience and expertise - combined with a

unique vision which will ensure their continued leadership role in the hospitality/gaming market. We are very pleased that they independently sought a license to our patents to ensure that they and their customers have patent coverage from this point forward. We wish them much success ahead,” added Yates.

“We recognize the extraordinary value of Ameranth’s breakthrough patents and we are pleased to have obtained a favorable license to the visionary inventive concepts embodied in these web/wireless data synchronization patents,” stated Shawn Harris, CEO of Skywire Media. “I have worked together with Keith McNally, President of Ameranth on a wide range of products and projects since the late 1990’s and I look forward to us working together again in connection with the new Skywire/Ameranth strategic relationship.”

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*, *The New York Times*, *Chicago Sun Times*, *USA Today*, *Business Week*, *US News & World Report*, *Nation’s Restaurant News*, *Hospitality Technology*, *TIME*, *CNNfn*, *The 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)

About SkyWire® Media -- (www.skywiremedia.com) -- SkyWire Media, Inc. develops integrated, mobile-centric applications that allow hospitality service providers to reach their customers via real-time SMS text messaging. SkyWire Media’s Mobile Connect™ Product Suite is designed to reduce marketing costs, generate revenue and enhance guest service. Mobile Connects™ modular solutions include: Mobile Connect™, Rooms Connect™, Table Connect™, Progressive Connect™, Poker Connect™ and Emergency Connect™. In addition, SkyWire Media also develops Mobile Applications and provides Workforce Dynamics™, an integrated Time and Attendance labor management solution. For more information, text ‘SKYWIRE’ to 56242, visit them on the web at www.skywiremedia.com or contact a sales representative at (866)-514-5888.