

# NEWS

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## **Ameranth Signs Major New Patent License with Snapfinger, Inc. for its Patented 21<sup>st</sup> Century Communications™ Web/Wireless Synchronization Inventions**

*‘New patent license with the largest restaurant online and mobile ordering company  
in the United States further confirms the value of Ameranth’s Patents’*

January 24, 2012, San Diego, CA — Ameranth, Inc. announced today that it has entered into a strategic patent license agreement with Snapfinger, Inc. of Atlanta, Georgia, the nation’s largest restaurant online/mobile ordering company.

Ameranth’s pioneering web/wireless data synchronization inventions have been patented, (U.S. Patent Nos. 6,384,850; 6,871,325; 6,982,733 - with 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 Seamless, GrubHub, Exit41, PAR, QuikOrder, OpenTable, TicketMob/Laughstube and the three largest pizza chains - Papa John’s, Domino’s and Pizza Hut.

“We are delighted to secure this new patent license agreement with Snapfinger, our first license with a true market leader” stated Vern Yates, Ameranth’s Chairman and Chief Executive Officer. “Snapfinger is the recognized online/mobile ordering leader for restaurants in the United States. With [Snapfinger CEO] Jim Garrett’s leadership, we envision that Snapfinger will maintain its market leading position well into the future, now with the benefit of a very favorable Ameranth patent license,” added Yates.

“Reaching an agreement with Ameranth for the use of its patents was very important to Snapfinger, as we provide most of the restaurant industry’s top brands with web, mobile, and call center remote ordering technology,” stated Jim Garrett, CEO of Snapfinger, Inc. “We wanted to ensure that our restaurant partners were in compliance with Ameranth’s visionary patents in order to avoid exposing them to potential uncapped liabilities. In an

age where technology and development platforms change on a daily basis, it can sometimes be difficult to know when you have crossed the line of a protected technology invention. Our company prides itself on honesty and integrity and it was important that we respect the rights, privileges, intellectual property and inventions of others,” added Garrett.

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.

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#### **About Snapfinger, Inc.:**

Snapfinger.com is the Internet’s only nation-wide restaurant remote ordering application serving more than 560,000 restaurant locations. Snapfinger, Inc. is based in Atlanta and is the leader in Web, mobile and call-center based remote ordering solutions for the restaurant industry. The Snapfinger mobile application is available as a free download from the iTunes App Store and Android Market. Snapfinger currently processes more than one million online transactions every month for some of the nation’s most popular restaurant chains. For more information, visit [www.snapfinger.com](http://www.snapfinger.com).