

# NEWS

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## **Ameranth Releases Poker Room Manager ‘5.0’ (with revolutionary new technical features), wins new major Poker Room accounts and licenses its Gaming Patents to major casinos**

*Hollywood Park Casino and Normandie Casino take licenses  
to Ameranth’s strategic poker/gaming patents*

**May 2, 2011**, San Diego, CA. — Ameranth, Inc. today announced the availability of its revolutionary Poker Room Manager (**PRM**) ‘5.0’ software as part of its 21<sup>st</sup> Century Casino™ vision, inclusive of many breakthrough features and capabilities never before available anywhere in the world. This significant new software release establishes PRM as the most comprehensive suite of poker room automation capabilities available and extends PRM’s position as the most capable and ‘best value’ solution available and the only product licensed with Ameranth’s strategic gaming patents (**U.S. Pat. No. 7,878,909**, titled “Products and Processes for Operations Management of Casino, Leisure, and Hospitality,” and **U.S. Pat. No. 7,431,650** titled “Casino Poker and Dealer Management System”) - whose validity term extends into 2025. Ameranth has filed a lawsuit in the Central District of California, on February 2, 2011 against Genesis Gaming Inc, IT Casino Solutions LLC, and others for their ongoing infringements and for their extensive past damages of these patents.

**PRM ‘5.0’** is a Microsoft Windows 7, SQL Server based wired, wireless, and web product that integrates its broad and comprehensive suite of poker room automation functionality, (all with the optimal user interfaces including PRM’s unique and exceptional ‘finger on glass’ touch-screen user interface). Its revolutionary new poker tournament functionality now includes a ‘state of the art’ web based interface - with the most powerful and expansive tournament functionality available. Its newest player tracking solutions include optimal player kiosk interfaces, web based sign ups, integration with the leading/major industry player tracking systems/standards and reward point checking and numerous other breakthrough and unique features not available elsewhere. New and enhanced SMS/Text messaging is included as well as an entirely new wireless ‘staff alert board’, expansive ‘jackpot’ functionality (linked by game types) and the first ever seamless integration with the casino/room own websites of a projection of the actual ‘on property live game waitlists’ onto those casino/room own websites - so that players can see the ‘live’ status of the actual ‘on property’ games from their homes/office, call ahead and/or even register onto the waitlists, in advance - via the internet.

Ameranth's gaming industry leading automated poker systems are deployed in many casinos and operate in several of the largest and most prestigious poker rooms worldwide, and Ameranth is rapidly expanding its installations of PRM with several new strategic poker room wins, including Hollywood Park Casino, (one of the most admired and respected poker/gaming facilities in the world). *"Hollywood Park Casino looks forward to deploying Ameranth's Poker Room Manager (PRM) system as well as licensing its gaming patents for use within our property"* said Taro Ito, Hollywood Park's Vice President and Chief Operating Officer. In addition to Hollywood Park Casino, Normandie Casino in Gardena, California has entered into an agreement licensing Ameranth's strategic gaming patents and Ameranth is negotiating with others - while additional new poker room wins are expected shortly as well.

*"This exciting new **PRM '5.0'** product release - combined with our multiple strategic patents and our strong support organization have led to our numerous new poker room wins/deployments and we are proud to have new poker room sites and partners - like the renowned Hollywood Park Casino,"* said Vern Yates, Ameranth's Chairman and Chief Executive Officer. *'We are also enforcing our valuable patents against those that infringe to protect the exceptional value of our intellectual property. We are pleased to have already secured noteworthy licensees to our patents and we are offering licenses to this patented technology for the companies and casinos/poker rooms employing it or seeking to employ it'* - said Yates.

About Ameranth Inc:

Ameranth, Inc. ( <http://www.ameranth.com>) is a recognized leader in the hospitality/gaming market. Ameranth has also been awarded ten technology and "best product" awards. The approval of its key strategic gaming patents confirms Ameranth's leading and pioneering role in automating casinos overall and enabling the automation of the modern poker room and clearly establishes Ameranth as the technology leader in virtually all automated aspects of poker rooms - as part of Ameranth's overall 21<sup>st</sup> Century Casino™ vision.

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