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Cold, Crisp Draught Beer Headed for Philadelphia – IntelITap Expands Operations

RICHMOND, Va., August 4, 2008 – IntelITap, a Richmond, Virginia headquartered company that improves the quality, consistency and profitability of draught beer, announced that it has commenced selling and installing its state of the art Draught Beer Management solution in the city of brotherly love.

IntelITap has developed a patent pending solution that helps restaurants, bars, hotels and stadiums pour the perfect beer and make more money. The solution combines technology, training and marketing to help operators optimize their draught beer operations. This solution has been very well received in a hospitality and entertainment market that is under tremendous economic pressure due to rising costs, higher competition and consumers with less disposable income. IntelITap has current operations in Richmond, Virginia, St Louis, Chicago and Barnsley in the United Kingdom. A few customers of note include T.G.I. Friday's, Texas Steakhouse, Marriott and other major national chains.

Draught Beer drinkers are becoming increasingly aware of the difference between a draught beer served at the proper conditions and one that is not. Variables such as temperature, proper line cleaning, proper pour technique and proper glassware can make the difference between a great tasting draught beer and happy customer or a customer that moves down the street for his next draught beer. Recent studies have shown that restaurants and bars with properly maintained draught beer systems can lift top line draught beer sales by over 10%.

David Adams, President and CEO of IntelITap says, "Philadelphia is a great beer drinking city. We have been established and helping high visibility locations, like Tir Na Nog, in Philadelphia for almost

a year. Opening this new operation is a sign of the continued potential we see in the Philadelphia market and the value that consumers in that market place in good quality draught beer”.

InteliTap has enlisted the help of Frank Brennan, a long time local beer expert, to deploy the InteliTap solution in the Philadelphia market. Frank says, “I have been involved in draught beer systems for most of my life. I have been everything from a bar tender to an equipment installer and I believe the InteliTap Solution is very well suited to improve draught beer quality and profits. I am happy to be associated with this robust solution and look forward to launching it into the Philadelphia market.”

InteliTap monitors and manages Draught Beer systems around the US and UK. It includes sensors that manage both beer and food quality and safety on a by-exception basis.

About InteliTap

InteliTap, founded in 2005, is headquartered in Richmond, Va., and provides the hospitality industry with an automated solution and tools to better manage and control its draught beer systems and inventories. It has developed and installed monitoring systems for clients throughout the United States and the United Kingdom.

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