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Cold, Crisp Draught Beer Headed for Southern California – IntelITap Expands Operations

RICHMOND, Va., Sept 2, 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 System in San Diego and Southern California.

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 currently has operations in Richmond, VA, St Louis, Philadelphia, Atlanta, Chicago and Barnsley in the United Kingdom. Current customers 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, "San Diego has a great reputation as a beautiful city where both vacationers and locals love the quality of life. In addition to being known for it's outstanding surroundings, great food and friendly people, San Diego has local brewers which are being recognized for their world class hand crafted brews. IntelITap's goal is to ensure that all draught beer is served as intended by the brewer and to help San Diego establish the reputation as one of the great draught beer cities in America. Our patent pending Draught Beer Management System ensures that a cold, crisp and clean draught beer is served each and every time. IntelITap clients are realizing increased customer satisfaction and vastly improved yields after installing the IntelITap system."

InteliTap has enlisted the help of Terri Stephens to deploy the InteliTap solution in the San Diego and Southern California market. Terri says, "I have been helping customers use technology to stay competitive and increase profits for the past 25 years. I am thrilled to be able to deliver this new technology to the Southern California hospitality market where businesses must always look for ways to deliver superior products, improve customer service and reduce costs. InteliTap has the right technology and experienced teams to meet these on-going needs." San Diego is the first west coast city in which InteliTap has expanded operations.

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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