



FOR IMMEDIATE RELEASE

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T.G.I. Friday’s Enlists InteliTap to Guard Draught Beer Quality and Profits

RICHMOND, Va., July 24, 2008 – InteliTap, a Richmond, Virginia headquartered company that improves the quality, consistency and profitability of draught beer, announced that TriCorp Management Company, a major T.G.I. Friday’s franchise operator throughout the Midwest, which operates locations in St. Louis, MO, Oklahoma City, OK, Tulsa, OK, Wichita, KS, Springfield, MO, Fayetteville, AR and Fairview, IL,– has enlisted it to install a complete draught beer management system.

The InteliTap Draught Beer Management System allows users to monitor all critical components of draught beer delivery in real time from anywhere in the world. The system provides real time alerts when optimal conditions or user configurable business rules are violated: When temperature is too hot or too cold, when lines are due for cleaning, when inventory is too low (or high), when cash receipts do not equal beer poured or other business critical events.

“Bars, restaurants, hotels and sporting arenas are taking advantage of our technology,” said David Adams, president and CEO of InteliTap. “Our system ensures a cold, quality draught beer with every pour. T.G.I. Friday’s is recognized as one of the strongest restaurant brands in the world. They continuously strive to improve the experience for their customers while driving dollars to the bottom line. We are excited about partnering with T.G.I. Friday’s to deliver the finest draught beer possible and extending visibility and control over this important part of their business”

Mike Gallagher, Vice President of Operations for TriCorp, says “within the T.G.I. Friday’s network we are driven to provide a consistent, quality experience for our customers. InteliTap provides us with the ability to deliver this level of service and manage the complex combination of

inventory, equipment, training and financial oversight required to maximize the draught beer part of our menu. And IntelliTap does that without imposing a burden on our management team who's focus remains serving the customer".

About IntelliTap

IntelliTap, 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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About TriCorp Management Company

Tricorp Management Company is a privately held company located in Chesterfield, MO that is a franchise owner of T.G.I. Friday's with several locations throughout the Midwest.

About T.G.I. Friday's

*Carlson Restaurants Worldwide, parent company of TGI Friday's Inc., is a privately held company owned by Minneapolis-based Carlson, a world leader in the hospitality, travel and marketing industries. As of April 2008, Carlson Restaurants Worldwide operates, franchises and licenses 1,018 restaurants in 60 countries in three divisions – **T.G.I. Friday's® U.S.A.** (T.G.I. Friday's, Friday's Front Row® Sports Grill and Friday's American Bar®); **International** (T.G.I. Friday's, Front Row® Sports Grill, Friday's American Bar®); and **Pick Up Stix**. For more information on the Pick Up Stix brand, visit www.pickupstix.com.*