



Press Release

Apple Sauce Inc. / AppleLLINOIS Embraces Wide Scale Expansion of 'TRUST' Draft Beer Profit Boosting Solution

The franchise giant announces a 300% ROI and game changing top line increase in current TRUST certified restaurants; cites quality and service improvements stimulated by the InteliTap TRUST profit and people development program as key catalyst.

Richmond, VA., September 30th, 2009 – InteliTap announced today that Apple Sauce Inc. / AppleLLINOIS, a leading franchise group that owns and operates Applebee's Neighborhood Grill and Bar locations, are embarking on a large expansion of its draft beer monitoring people and profit boosting solution, TRUST.

The solution, which was piloted in Q1, and deployed to seven stores in May, has enabled the company to improve overall sales dramatically. It has increased brand awareness, improved draft quality and controlled costs more efficiently, while ensuring that every single customer receives a clean, cold, fresh draft beer from staff that are properly trained and incented.

Scott Purcell, VP of Operations at Apple Sauce Inc. / AppleLLINOIS said: This further expansion comes as no surprise to me. I had every confidence in the initial roll out that happened in May this year, which was obviously based on the results of the pilot that we were delighted with. I just want to make clear that the TRUST program isn't just about monitoring the flow and quality of draft beer, with a bill at the end of the month. InteliTap truly are draft beer and people behavior experts. The knowledge sharing element that they impart to our company via their TRUST training and Loyaltips.com incentive program has genuinely transitioned and improved our business in what is still a difficult climate. TRUST clearly stimulates our staff to improve their knowledge of draft beer, and in-fact general customer service, to a high level. Quality wise, our TRUST certified draft is so good now, (the "Best in the Neighborhood", like their brand says) that even I, as a bottle drinker, have switched!"

Jon Quinn, IntelliTap's Chief Commercial Officer said: "I am delighted that Scott and the team have decided to increase the solution and I look forward to deepening our relationship with them further, as we embark on this monumental expansion. Simply speaking, TRUST gives a focus on draft beer that results in increased sales, combined with a uniquely enhanced experience for the guest. The solution does **not just** focus on yield with a chargeable, faceless report at the end of the month. Staff/Guest interaction is critical to any restaurant, and our solution enhances that exchange strategically to benefit the business as whole. Our TRUST team is made up of personnel that boast a strong brewing & restaurant industry pedigree –we know what works and what doesn't in terms of people, processes, products and of course profits."

In terms of actual technology, the IntelliTap monitoring system accurately calculates yield, and alerts clients on various issues such as a change in beer/cooler/equipment temperature, or when line cleaning is required. It also provides specific dispense information in real time – for example happy hour, brand sales performance or even after hours pouring. The user-friendly real time management reporting tool means that customers can manage daily operations and quickly identify and solve any issues, reducing downtime and costs. Data can also be integrated in to third party software such as customer host systems. As regards product quality, the blend of technology and easily deployed user-friendly training works within very stringent parameters to ensure consistently excellent draft beer, served in beer clean glasses, at the correct temperature.

David Adams, IntelliTap's CEO said, "I am delighted that Apple Sauce Inc. / AppleILLINOIS are embracing TRUST throughout their operation. Once again it shows the power of how a holistic solution that touches each part of an organization is the key to achieving results."

To learn more about TRUST, or to receive a copy of our new paper "10 Critical facts you ought to know about selling & monitoring DRAFT beer" go to

www.intelitag.com/trust

'For all press related enquiries please contact Dave Adams, dadams@intelitag.com (804) 598-1880

About IntelliTap

IntelliTap was founded in 2005 in Richmond, Virginia with one purpose in mind: To help restaurants, bars, hotels and sports arenas serve consistently excellent draught beer at better profits. www.intelitag.com

US Corporate Office

2178 Plainview Business Centre, Powhatan, VA 23139 Tel (804) 598-1880

UK Office

Barnsley DMC, County Way, Barnsley, South Yorkshire, S70 2HG, Tel: +44 (0) 1226 720777