

Beer Universe Announces Launch of iPhone App



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Chicago, IL, March 26, 2010 – Beer Universe, Inc. (www.beer-universe.com), a leading online community / e-commerce website that revolutionizes the online experiences for beer enthusiasts, has announced the official launch of the Beer Universe iPhone / iPod Touch app, creating a unique mobile solution for beer lovers on the go.

Through the launch of this first-of-its-kind app, Beer Universe is able to bring its proprietary beer recommendation system to users when they most need it – at the store or their favorite bar / restaurant. The Beer Universe app not only provides users with a huge database of beer profiles for users to explore, rate, and review, but truly outpaces other similar applications by offering tailored recommendations and predictions based on each user's individual preferences. The app's beer list also syncs with the Beer Universe website (www.beer-universe.com), keeping it up to date with the website's ever-growing database of beers.

Commenting on the launch, Co-Founder and President Heath Gray said, "At a time when the craft beer world is steadily expanding, and our number of choices as a consumer are growing exponentially, the Beer Universe app fills a major void in the marketplace and provides

an invaluable service for beer lovers. The feedback we've received so far has been overwhelmingly positive, and we're excited about the service we've been able to offer to all types of beer fans."

Features of the App Include:

- Database of over 3,000 beers
- Ability to review / rate beers and share opinions with others
- Power to keep track of favorite beers with easy to use Favorite Beers list
- Beer recommendations based on reviews / ratings
- Predictions for how high users will rate beers based on personal preferences
- Regular synchronization with the Beer Universe website, keeping it up to date with new ratings and beer profiles

The application is now available for the iPhone and iPod Touch from Apple's App Store at <http://www.itunes.com/appstore/>

About Beer Universe, Inc.

Beer Universe is a leading online community / e-commerce website that provides beer lovers with an enhanced online experience, complete with the one of the most comprehensive beer databases on the web, including profiles, user reviews and contact information, as well as a featured beer of the week, and a 'Universal Store' comprised of the best beer related products available on the web.

For more information, please visit <http://www.beer-universe.com>

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