



# Beer Universe Launches

March 21, 2009

BEER UNIVERSE PRESS RELEASE

**Beer Universe, Inc.**  
Chicago, IL 60657

## Key Facts

- **Founded:** September 2007
- **Incorporated:** December 2008
- **Employees:** 4
- **Status:** Private

## Product Highlights

- Beer, Bar, Brewery Profiles
- Groups / Forums
- Beer Recommendations
- Beer / Beer Related Articles
- Biweekly Newsletter
- Beer of the Week
- Universal Third Party Store

## Differentiators

- Points Store for users
- Beer of the week provides new beers from breweries across the country
- Similar beers and recommended beers give a tailored experience to all users
- Dynamic ratings across the site enhance the user experience
- Friends can publicly “owe” a beer to others on the site

## Initial Points Levels

- Beer Novice – 0 points
- Beer Amateur – 5,000 points
- Beer Drinker – 12,500 points
- Beer Explorer – 25,000 points
- Beer Connoisseur – 65,000 points
- Beer Aficionado – 140,000 points

## **Summary**

Beer Universe, Inc. (Beer Universe or the “Company”) is a new social media / e-commerce website that revolutionizes the beer marketplace and community for beer enthusiasts of all ages (over 21, of course). Beer Universe provides an unrivaled online destination for beer enthusiasts and a solution to all of their beer related needs. Through these offerings, Beer Universe is able to provide users with exposure to new brands as well as greater knowledge about their favorites - thus creating a medium to obtain more aptitude about the universe of beer.

The Company was founded in September 2007 and has been funded by the employees ever since. The company officially was incorporated in December 2008.

## **Beer Universe Products / Services**

Beer Universe provides a number of products for its user base, including:

### **Beer, Bar, Brewery Profiles**

Information on other sites is often cluttered and difficult to sort through. Beer Universe’s user interface was designed to eliminate this problem for our users. The Company is driven via user generated content - the more the users contribute the better the site gets!

### **Groups / Forums**

Staying true to it’s social networking components, Beer Universe has built groups / forum capabilities. As soon as you register on Beer Universe you can peruse our forums and join groups to start a healthy discussion on beer!

### **Beer Recommendations**

Beer Universe helps users put together beers they love by an initial survey and subsequent ratings. The more beers you rate the better Beer Universe can help you!

### **Beer / Beer Related Articles**

Articles with RSS feeds allow Beer Universe to help its users stay up to date with market information. Also, Beer Universe often has guest writers who share their own unique perspectives on beer!



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### Biweekly Newsletter

The Company's Biweekly Newsletter highlights industry news and information and is distributed to breweries / informed consumers!

### Beer of the Week

Beer Universe seeks out the best beers across the country and the world to promote to our users in order to expand their horizons. From a classic premium lager to a Belgium ale - Beer Universe provides variety on a weekly basis!

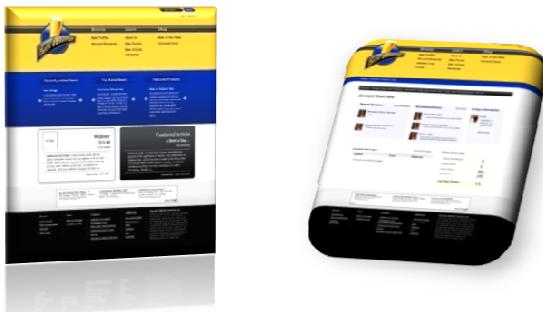
### Universal Store

The Company's universal store is comprised of products from a variety of vendors. Consumers can shop for any beer related products they want in a single location!

### Market Overview

The Beer industry landscape has undergone significant change in the past several years. Beer Universe's market is being driven by growth in the craft brewing segment, which is expanding between 13% - 15% per year, and grew more than 20% in 2007. Similar to other industries, breweries are allocating increasing amounts of their marketing budgets to online or emerging media, which from a macro perspective is growing at approximately 20% annually, amounting to \$29 billion in 2008, and is expected to grow to \$40 billion in 2010.

Beer Universe has already seen a tremendous amount of support in creating the site, and welcomes any future media support which will help promote the site and bring beer lovers from around the world the opportunity to explore their favorite beers.



### The Big Question: How Do Points Work?

Beer Universe's points system creates an incentive for users to frequently use our platform. The Company has put together a system that allows users to benefit greatly from their continued use of the site. Users earn points through:

- Adding a beer / bar / brewery
- Writing reviews over 25 words
- Writing *quality* reviews
- Creating a group
- Joining a group
- Joining a *quality* group

What does this really mean? Beer Universe gives users points if they add a beer, bar or brewery to the system. (Beer Universe has not currently included ways for users to edit any of these in the current database, but this will be added in the near future.) In addition, users are incentivized to write reviews on beers, bars or breweries greater than 25 words. For each review a user adds to the Company's system, they will receive **50** points. Reviews that are ranked by others as being **Helpful** will earn the author an additional **50** points.

Beer Universe has also built incentives around Groups. The system buckets users in groups and treats each individual group as a user. Once a group reaches a minimum threshold of reviews, they will **ALL** receive points that will be distributed to all the members. In addition, if the group writes *quality* reviews - they will receive bonus points for these same reviews. Leaders of all these groups will earn a bonus for starting highly successful groups.

All point allocations to users are subject to change from time to time.

We really hope you enjoy using Beer Universe.

**Your Choice. Your Beer. Drink Up.**