

FOR IMMEDIATE RELEASE



Dinefly Announces Launch of Web 2.0 Restaurant Portal

**Diners Able to See Immediate or Advance Availability;
Restaurants Can Instantly Change Listings and Promotions**

GuestBridge Will Be Demonstrating Dinefly at the 2007 NRA Show

Milwaukee, May 16, 2007 – Dinefly, Inc., a joint venture between web development company Vilcorp, Inc. and restaurant software developer GuestBridge, Inc., today announced the launch of Dinefly™, the next generation of restaurant information and reservation portals. Dinefly's content will be primarily user-generated, meaning restaurants will post their own text and photos, and diners will provide reviews and comments.

“Dinefly is MySpace.com for restaurants, and it will continue to evolve to take advantage of everything Web 2.0 functionality has to offer,” said Dan Vilione, president of Vilcorp. “In the coming months diners will be able to post blogs and see what their friends think of a restaurant vs. what all other Dinefly users think.”

Diners can go to www.dinefly.com to search a nationwide listing of restaurants based on geography and cuisine, as well as reward programs or restaurant awards. Users can make advance reservations if the restaurant offers them. The innovative “Feed Me Now!™” feature, unique to Dinefly, enables users to see which restaurants have a table available within the hour.

Restaurants post their own content to the Dinefly website, including text, photos and menus. Once the listing is set up, the restaurant can make changes on the fly, and even automatically update their customers with specials and promotions. (Users may opt-in to such announcements if they choose, as privacy is a priority at Dinefly.) Links can be added for online reservations or for parties to add themselves to the wait list online before they arrive at the restaurant.

“Existing restaurant portals do not meet the needs of both diners and restaurants,” stated Dave Arthurs, VP of Engineering for GuestBridge. “Dinefly does not require a restaurant to use one particular reservation or wait management system. We designed this portal to provide the most

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information possible about each restaurant, so diners can make the most informed choice based on criteria they select.”

Dinefly is launching with a database of tens of thousands of restaurants, and there is no charge to be listed. Restaurants that don't yet offer online reservations to their guests can sign up for Dinefly Reservations™, a web-based application that provides online reservations and a guest database with no per-reservation fees.

GuestBridge will be demonstrating Dinefly at Booth #7695 at the National Restaurant Association's 2007 Restaurant, Hotel-Motel Show at McCormick Place in Chicago. Dinefly staff will be on hand to answer questions and help new restaurants get listed at the show, which runs May 19–22.

About Vilcorp

Vilcorp provides outstanding web solutions to its clients in and around the Milwaukee area. Vilcorp serves the needs of a broad range of industries and shares its design, development, and monitoring skills with clients seeking to add value to their businesses through the World Wide Web. Visit Vilcorp at www.vilcorp.com.

About GuestBridge, Inc.

GuestBridge, Inc. provides leading-edge reservations, waitlist, table and guest management solutions to the hospitality industry. GuestBridge products and services are designed to enhance a business's operational efficiency and enable personalization of service, increasing guest satisfaction, repeat visits, and profitability. Clients include Flemings Prime Steakhouse & Wine Bar, Ritz-Carlton Hotels and Resorts, the Commander's Palace group of restaurants, the Mackay Restaurant Group, and the U.S. House of Representatives. Visit GuestBridge at www.questbridge.com, and at the NRA Show in Chicago, Booth #7695, May 19-22.

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