



FOR IMMEDIATE RELEASE
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MEDIA CONTACT
George W. Daye, III
6313 Downeast Drive
Fort Worth, TX 76179
817.332.7988
georged@barserv.com

BarServ™ Launches Innovative Bi-weekly Podcast

*First of It's Kind Program Empowers Hospitality Management to Improve Service
Reinforces BarServ's Position as an Innovative Market Leader*

FORT WORTH, Texas – (Aug. 8, 2005) BarServ, the industry innovator of restaurant and bar management services, today announced it has launched a bi-weekly Podcast, "Raising the Bar". The Podcast is available for immediate listening at www.barserv.com, or via subscription through Apple Computers' iTunes.com.

"Raising the Bar" tackles a variety of topics relevant to the hospitality service industry and occasionally features high-profile industry guests from the Dallas-Fort Worth area. The program will offer insightful ideas to empower hotel, restaurant and bar owners and managers to improve service and increase profitability.

So what is "Podcasting?" According to Wikipedia.com, Podcasting is a method of publishing audio broadcasts via the Internet, allowing users to subscribe to a feed of new files (usually MP3s). It became popular in late 2004, largely due to automatic downloading of audio onto portable players or personal computers.

"We are firmly committed to holding our position as the industry innovator," said George W. Daye, III, president of BarServ. "We believe many of our current and potential partners are tech-savvy and our research shows many of them use iPods for listening to their music on a daily basis. Our Podcast provides them with valuable information they can listen to when and where they want, and can use to improve service and increase profitability."

BarServ's core offering, Insight Shopping, takes the basic model of secret or mystery shopping and improves upon it. BarServ provides service analysis and strategic solutions by shoppers with industry expertise: experienced servers, bartenders, general managers, wine stewards and executive chefs. These industry experts' insights, as well as BarServ's analysis, empowers restaurant and bar management to implement strategic solutions and improve customer service and satisfaction.

"Expertise, innovation and strategic thinking are what set us apart," said Daye. "When servicing one of our partners, we provide them with analysis of their service personnel from the viewpoint of industry experts. It's not enough to know the salad course took 20 minutes to arrive. You need to know *why*. Our industry experts can provide that unique insight."

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BarServ partners are shopped multiple times each month. Partners have the ability to target specific days, times or even individual service personnel for analysis. A detailed, graphical report is provided to the partner giving specific scoring and strategies for service improvement. Partners even have the ability to use Insight Shopping to gain knowledge about their competitors.

More information about Raising the Bar on Service™ is available at www.barserv.com.

About BarServ

Founded in 2004, BarServ™ provides tools, insights and strategies that empower restaurant and bar management professionals. The company provides Insight™ Shopping services which allow establishment management to see point-of-sale service strengths and points of improvement through the eyes of experienced industry experts, and gain strategic analysis of how to improve. BarServ founder and president George W. Daye, III hosts a bi-weekly Podcast, “Raising the Bar,” which is available on the BarServ Web site or via subscription through Apple Computer’s iTunes (www.itunes.com). More information about BarServ is available by calling (817) 332-7988 or visiting www.barserv.com.

-BarServ : Raising the Bar on Service™-