

Press Release – July 13, 2005

Generating Smart Profits with Brainstormer Pub Quiz® !

The Pub Quiz Concept and History:

Cultural anthropologists are still debating the precise origins of today's hugely popular Pub Quiz, a 'live' trivia quiz show administered by a 'Quizmaster' to teams of bar goers everywhere. Traditionally scheduled for 'off' nights (usually Sunday - Thursday), the Pub Quiz is a revenue boon for bar owners and provides lively entertainment in a friendly, social atmosphere.

Though the truth is still shrouded in a barroom haze, most likely the Pub Quiz evolved in Britain and Ireland in the early days of television. Pubs, of course, have always been places to drink, socialize and relax. But in the 1950s, many pubs had another draw: unlike most homes, the pubs had television. The friendly rivalry, lighthearted banter and increased bar business attributable to the television quiz shows inspired pub owners to offer LIVE quiz shows as a regular feature on their pub entertainment calendars.

In the United States, Pub Quiz shows are thriving in venues coast to coast. Bars host weekly Pub Trivia Quiz shows, packing the house with trivia fans eager to show their prowess and grab the prizes and bragging rights. Teams formed of friends, co-workers, family (and even the occasional single person at the bar) battle each other over rounds of questions fired at them by the host or pub 'Quizmaster.'

About Brainstormer:

Brainstormer Pub Quiz® was established in San Francisco in 1996 by Liam McAtasney, a native of County Armagh, N. Ireland who was a frequent 'quizzier' himself in his university days in Belfast. Since then, the company has been at the forefront of the business as a content provider, supplying total trivia quiz packs that enable bars and other venues to host Brainstormer. The program has proven to be a real winner for bars and clubs and draws in customers week after week. Brainstormer clients have transformed what once was a slow night into one of the more successful nights of the week. Each event tends to attract a fairly consistent crowd of 70-150 people with players arriving early to 'commandeer' a table and usually ordering food as well as drinks.

'It's a load of fun and also a great way for the participants to meet new people,' says McAtasney, who also hosts one or two events each week. 'It is great to see the tables of players get friendlier with each other over the weeks and the competition is very good natured. Some of the team names are hilarious. Just last week one team had as its name 'Even Pete Rose wouldn't bet on us.' As it turned out, the team actually came in second place.'

All Brainstormer questions are specifically written for Brainstormer and are updated on a regular basis. The topics include general knowledge, sport, movies, literature, current events and pop culture, geography, 'famous faces' of celebrities, sports stars, etc... Brainstormer licenses all questions and photographic images included in Brainstormer Quiz Packs and also supplies the marketing materials to help advertise events and get the word out!

Which British royal caused a scandal when she was photographed having her toes sucked? One point if your team guessed Sarah Ferguson. Extra points if you know the military codename of the operation that captured Saddam Hussein was 'Red Dawn.' Do you know who won the most recent 'Big Brother' series or which U.S. singer signed a deal to distribute his 'Live at the Gaslight 1962' album exclusively at Starbucks?

Time to bone-up!

Clients and Testimonials:

Brainstormer's clients include The National Press Club and Fadó Irish Pub in Washington D.C., Fadó Irish Pubs Stamford and Las Vegas, Albatross Pub in Berkeley, several pubs of The Claddagh Irish Pub group, The Dubliner in Cincinnati, Molly Malone's in Louisville, Fox and Hounds in Studio City, Norton's Vault and The Chieftain Irish Pub in San Francisco, to name just a few.

Eoin O'Neill is the owner of O'Neill's Irish Pub, an award winning Irish pub located in San Mateo, California, a long time client of Brainstormer. 'The quiz has packed my pub every Wednesday night for the last seven years and it generates a great atmosphere where my patrons can enjoy each other's company in a unique setting ... my sales have tripled on quiz nights.'

McMullan's Irish Pub opened in Las Vegas in 2004 and its owner, Brian McMullan, has been using Brainstormer for over 18 months. 'All that I can say is that it has been a tremendous success with average attendance up considerably on Tuesday evenings. Our question master, Dallas, is superb and the entertainment value of the quiz is undoubted. There is also no doubt that we have got some new clientele....'

McAtasney is quick to emphasize that Brainstormer is offered to all types of bars and not only to the British and Irish pubs where the concept originated many years ago. He points to the bars in college towns such as Missoula, Morgantown, Berkeley and New Haven that host Brainstormer on a regular basis. Other Brainstormer clients include beverage company representatives who can utilize the Brainstormer service in conjunction with on-premise promotions and special events.

Custom Branding:

Brainstormer also offers custom branding that allows companies to have their logo and message printed on materials used during the events. 'This is particularly appealing to beverage companies,' says McAtasney. 'It allows the client to broadcast its message to everyone at the event and is particularly effective when used in conjunction with special pricing on beverages.'

Contact Information:

You may order Brainstormer materials and find out more about new client offers 'on-line' at the company Web site www.brainstormer.com If you have any questions you may contact Liam McAtasney at (415) 291-9045 or Toll free at (877) 782-7849 or by email sitemail@brainstormer.com