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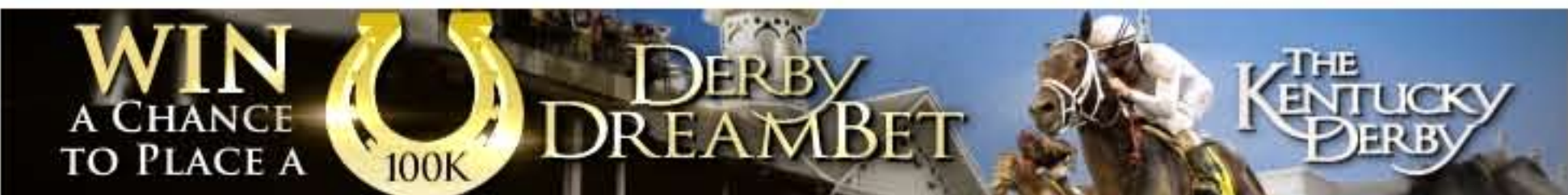
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Fast Company Lists Incentient as Number 29 of the 101 Apple-Affiliated Achievers

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As Apple ascended to the top ranking of Fast Company's recently published 2011's Most Innovative Companies In The World, Incentient, the developer of the industry leading SmartCellar interactive wine listing software was listed as Number 29 on the esteemed list of 101 Apple-affiliated Achievers, recognized in their work with Apple-based technologies that are changing our life, our work, and our world.

Incentient – a leading transaction services company that is transforming the hospitality industry co-founded by Patrick & Jennifer Martucci – brings clients closer to their customers, adding value to the supply chain experience through creating and maintaining creative hardware and software solutions.

Fusing luxury with today's technology, Incentient develops easy-to-use technology that improves upon the guest experience for a range of hospitality venues, including an interactive wine list (SmartCellar) that has caught the attention of such Celebrity Chefs and Restaurateurs as Todd English (Olives in New York City), Wolfgang Puck (Cut in Las Vegas, NV), Gordon Ramsey (Claridge's in London), Joel Robuchon (Four Seasons in New York City), and Jose Andres (Cosmopolitan in Las Vegas, NV).

"The company's laser focus on better connecting our clients to their customers has been a cornerstone of what we seek to accomplish, and SmartCellar continues to be an excellent example of our strategy coming to life in restaurants throughout the world," commented Patrick Martucci, Incentient's Chairman and CEO, adding, "We are pleased to be recognized as part of the Apple 101, and will continue to drive innovation across all our product platforms."

Incentient's SmartCellar is a unique approach to interacting with a wine list - patrons can browse, via the device's easy-to-understand touch-pad links, for wines by name, region, varietal and price; guests can even view an up-close image of the wine bottle's label. The sommelier can use SmartCellar as a tool to educate guests, while guests may opt to order directly from the lightweight handheld device. In tandem with the restaurant's desires, guests may also have the option to order food via SmartCellar, view promotions and/or consider suggested wine pairings according to the dishes ordered.

In addition to SmartCellar, Incentient has developed SmartTouch, a transformed room service experience that ensures your orders, reservations and concierge services are to your exact specifications, currently installed at such getaways as the Auberge Resorts. Both SmartTouch and SmartCellar are uniquely configured to each individual hospitality venue; accordingly, the designs are an extension of the client's brand, featuring complementary colors, imagery and logos. SmartTouch and SmartCellar provide valuable data to its clientele - reporting functions give detailed feedback to management to monitor what is selling and what guests are ordering most. An efficient and robust CMS interface also allows clients to eliminate printing and production costs for menus and special sheets. Once installed by Incentient, the management team is able to personally alter offerings via an easy-to-navigate private log-in site.

Incentient provides services for hospitality venues including restaurants, sport and entertainment arenas and wine cellars. Incentient's SmartTouch and SmartCellar are being marketed worldwide, and are currently installed in the United States, Canada, Europe, Asia and the United Arab Emirates. For further information, visit www.incentient.com.

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