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FOR IMMEDIATE RELEASE

Savor Food iPhone App Launches in Startup Alley at TechCrunch Disrupt SF

*Two years in development by an award-winning tech team and beta-tested in eighteen countries around the world, this delicious dish review solution offers an honest, fast, and fun way to post what you savor most when dining out. **Savor Food** is available for free in the iTunes App Store.*

San Francisco, CA (September 3, 2014) Doug Dawirs, COO & Co-Founder, today announced that the Savor Food App from the developer team at Loudgain LLC is launching in the Startup Alley at TechCrunch Disrupt SF on September 9, 2014.

Key features:

- Dish-based reviews from a growing global network of foodies.
- “Foodie Alerts” notify you when a favorite dish or place is close-at-hand.
- Credible Reviews—almost every Savor post includes a picture so you can see what the user is rating and why.
- “Eat First, Post Later” feature lets you snap a picture, enjoy your meal, and finish your post later.
- “Shake to Search” to discover a favorite place or dish in your vicinity.
- A robust social component so you can stay in touch with fellow foodies.
- Easily share your Savor post to Facebook, Twitter, Pinterest and Instagram.

Savor is different from existing restaurant discovery apps in two important ways. First, it's dish-based instead of place-based. This means Savor can tell you where to go AND what to order when you get there. By focusing on the menu instead of the venue, Savor users are less likely to "order badly" which translates into a more satisfying dining experience.

Secondly, Savor’s innovative **Foodie Alerts** feature notifies users when they are near a restaurant they want to try, or when an exceptional version of a favorite dish or drink is close-at-hand.

“I can't tell you the number of times I've traveled somewhere only to later realize I was blocks away from some of the best food in the region. It took us quite a while to develop the proprietary algorithms that trigger these personalized proximity notifications without



adversely affecting battery life. We succeeded and now offer this feature every foodie will appreciate,” Dawirs says.

When asked why Loudgain developed Savor, Dawirs commented, “I wanted an app that tapped me on the shoulder when I was near outstanding Pistachio Gelato. That morphed into a global network of foodies sharing what they savor to the benefit of everyone. We also noticed that the social sharing of food photography was exploding but to little benefit to potential patrons. I was tired of researching where to eat and wondering what to order. Instead, I wanted to step outside a movie theater and tap my phone to instantly see everything good to eat around me. Savor does that.”

According to recent studies, eating out is still incredibly popular in the U.S. The average adult visits a restaurant 4.8 times a week for a total spending on food and drink sales that totals over \$600 billion annually. “There are over 75 million leisure U.S. travelers who put their culinary experiences high on their lists of must-haves when they venture on trips, and the trend is similar in many other countries around the world,” Dawirs comments.

The virtual press kit with images is located at SavorFoodApp.com/press, and more information about Savor is available at SavorFoodApp.com

Please contact us for interviews with the team and, when you are at Disrupt SF, stop by our booth in Startup Alley.

About Loudgain, LLC

Incorporated in 2013 to develop groundbreaking commercially viable tech solutions with traction, Loudgain, LLC is headquartered in Saratoga, California. Team members include, Anil Bajaj, CTO & Co-Founder, formerly with Apple and Cúram Software; Doug Dawirs, COO & Co-Founder, former recipient of Macworld Editors’ Choice Award, MacUser Editors’ Choice Award (“Eddy”) and two Macworld World Class Awards; Arun Bajaj, CPO & Co-Founder, analyst with Cisco Systems; and Karuna Rohra, Lead Developer with a Masters in Computer Engineering from Cornell. Savor Food is © Loudgain, LLC, all rights reserved. Contact Loudgain LLC at 13611 Wendy Lane, Saratoga, CA 95070-5134, phone +1.714.272.4993, email info@loudgain.com, or find us on Twitter, Facebook, or Instagram @SavorFoodApp.

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Share what you savor. Because friends don't let friends order badly.

Savor

An innovative food-discovery app that enables you to post, rate, and share what you savor most when dining out. Free and available today.



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The Feed

A global stream of crowdsourced reviews and images from our growing network of Savor users. See what's being eaten, rated, and shared around you in real time.

Credible Edibles

User reviews you can trust. Almost every Savor post includes a picture so you can see for yourself what the author is rating and why.

Food Focused

Unlike restaurant-based apps, Savor is a dish-based app that focuses on the menu instead of the venue. So, we can tell you where to go AND what to eat when you get there.

Explore

Search for specific dishes, or explore by location, to find what's best to eat and drink around you. Items are conveniently sorted by average rating and date so the best and most current items appear first.

Be Social

Savor features a robust social component so you can stay in touch with fellow foodies. Savor also talks to Facebook, Twitter, Pinterest and Instagram, allowing you to post once but publish widely.

Shake To Search

A fun way to discover your next great dining experience. Just shake your phone with Savor running and be instantly alerted to any favorite place or dish in the vicinity.

Foodie Alerts!

A location-based mobile service that can send personalized proximity notifications when a place you wanted to try is around the corner, or when an exceptional version of a favorite food or drink is nearby.

Working With Others

We're always looking for ways to enhance your dining experience. Today we announce integration with Uber, the on-demand ride-hailing service from Uber Technologies, Inc.

Eat First, Post Later

Use the "Save Draft" feature while posting to finish your review later. We wouldn't want you to miss a "beet" of your dining experience!



2014 Disrupt SF Audience Choice Contender

Please vote for us!



Share what you savor. Because friends don't let friends order badly.