

GUESTMETRICS, INC.

OTCPK: GESM

THE COMPANY

GuestMetrics, Inc. is the leading provider of Customer Insight Solutions for the hospitality industry and its suppliers/distributors. The GuestMetrics software is fully integrated with the leading point-of-sale (POS) systems and allows hospitality providers at every segment of the market to improve business operations.

For the first time in the marketplace, GuestMetrics, through its data mining process, provides beverage alcohol and food suppliers with actionable insight into consumer behavior at the guest check-level. From world-class beverage alcohol suppliers, to fine dining establishments and regional/national restaurant chains, clients depend on GuestMetrics' tools to build stronger brands and drive revenue growth.

FLAGSHIP CLIENTS

- Marriott International - Courtyard, Ritz Carlton (NYSE:MAR)
- American Express Company (NYSE:AXP)
- Bacardi
- E&J Gallo Winery
- Republic National Distributing Company
- Pernod Ricard
- Famous Dave's (NASDAQ:DAVE)
- Chili's Grill & Bar
- On The Border Mexican Grill & Cantina
- T.G.I. Friday's
- Uno Chicago Grill
- The Melting Pot
- Loews Don CeSar Hotel
- Smith & Wollensky Steakhouse
- CRO, Inc. - Cantina Laredo, III Forks, Cool River

PRODUCTS

GuestSnapshot – Enterprise Reporting Tool for Restaurants/Hotels:

- KeyMetrics analysis
- Labor cost monitoring
- Fraud detection
- Employee scorecarding
- Contest tracking
- Menu insight
- Promotion campaign effectiveness

BarMetrics - Tracking for Beverage Alcohol, Food and Financial Industries:

- Sales trends
- Consumer spending trends
- Consumer behavior by brand
- Menu pairing

This is not a complete analysis of every material fact regarding any company, industry, or security. The opinions expressed here reflect our judgment on 9/30/09 and are subject to change. The information has been obtained from sources we consider to be reliable but we cannot guarantee its accuracy. Our company, its officers, employees, or customers may have positions in the securities mentioned.

FOR FURTHER INFORMATION, CONTACT:

Big Apple Consulting USA

www.bigappleconsulting.com

PHONE: 407-389-5900 FAX: 407-389-5907

If you do not wish to receive additional faxes, please check this box and fax this form back to us.

- Consumer menu preferences
- Promotion campaign effectiveness

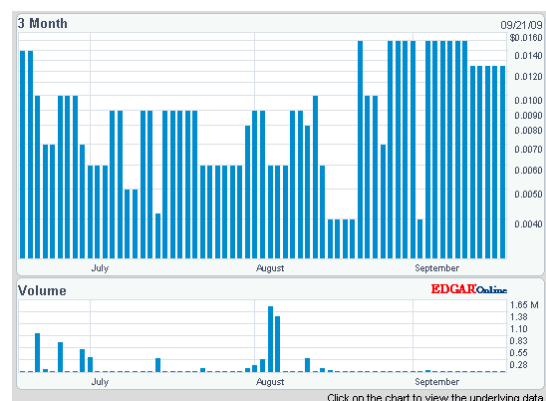
www.guestmetrics.com

Recent Price: .01
3 Month Range: .004 – .015
Est. Shares Outstanding: 331 M
Est. Float: 120 M

RECENT NEWS

- **09/21/09 - GESM** "Has Cracked the Code for On-Premise Drink Sales Data," as Stated in Nightclub & Bar Magazine
- **09/16/09 - GESM** Signs Contract to Provide Data Services to Pernod Ricard the World's Co-Leader in Wines and Spirits
- **09/10/09 - GESM** Improves Status With Pink Sheets to Current Information
- **09/02/09 - GESM** Releases BarMetrics Version 2.0 Online Reporting Solution for Beverage Alcohol Industry
- **08/31/09 - GESM** Announces Client Acquisitions in Texas
- **08/18/09 - GESM** Enters Into Early Contract Extension With Republic National Distributing Company

THE CHART (3 Month)



(Source: www.nasdaq.com)

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