



July 31, 2009

Dear Shareholders,

I am very pleased to be able to communicate with our loyal shareholders directly and provide you with an update on our impressive progress to date.

GuestMetrics 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 level 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.

As recently announced, the Company has increased its revenues in 2009 by the introduction of BarMetrics, an online reporting tool for the beer, wine and spirits suppliers and distributors. This product offering has received the attention of a large number of national and international suppliers as well as major distributors in the industry. The Company has also recently announced several high profile clients across the globe that covet the detail data that the Company captures.

On June 23, 2009 GuestMetrics also announced that, through their partnership with Technomic Inc., the Company has introduced a series of revolutionary analytical tools developed for restaurant operators called "TechMetrics." TechMetrics is a sales, menu, and price-tracking service for comparable U.S. independent and chain restaurants. Data will be sold on a weekly, monthly, quarterly, and annual basis including time series period performance, year-over-year and year-to-date comparison. Each report query provides a deep-dive opportunity through a drill-down approach to specific unit performance and aggregate results. On average, 285,000 transactions per day are analyzed to provide aggregate results.

GuestMetrics signed a data services contract in June of this year, with a leading premier beer importer to deliver its BarMetrics on-premise reporting solution. The contract has a three year term and will give this client access to data regarding beer sales during the span of the contract, as well as historical data on sales going back to January 2008. The client will have the option to purchase existing markets, as well as new markets, at a predetermined price per market.

The Company also recently announced that it has added a \$13 Billion international hotel chain to the list of clients who are utilizing its GuestSnapshot Enterprise Reporting Tool Software. GuestMetrics' GuestSnapshot Enterprise Reporting Solution will allow its clients' food and beverage managers to aggregate sales data across multiple locations and groups of locations as well as providing the ability to drill down to individual check-level detail. GuestMetrics' clients can leverage this capability to assist in aligning menu items across properties which will promote consistency of menus across outlets. The client also has the ability to use the data generated by the GuestSnapshot Enterprise Reporting Solution to determine which menu items are selling better than others,

gauge employee performance, and measure effects of promotions and menu changes. GuestMetrics software will be rolled out over the next several months throughout the hotel chain and its affiliates.

In addition to the above mentioned contracts, the Company has recently been approached by several large financial groups that analyze major public companies in the food service and beverage industries. They are interested in purchasing data from GuestMetrics' growing database of on-premise sales over a broad geographical and demographic area. GuestMetrics appears to be a single source for data that tracks actual POS purchases of detailed food and beverage alcohol menu items in restaurants, hotels, nightclubs and bars. Analysts are interested in actual historical sales of certain clients of the Company that they follow, as well as, predictive trends over the next six to twelve months for certain types of restaurant groups. GuestMetrics' database can be mined down to levels that show specific beverage alcohol sales by not only the client's brand, but for its competitor's brands. The Company's reporting capabilities also allow for top level analysis to project industry trends when forecasting earnings for companies that they follow.

The great news is that every month, more and more, large national and international firms are becoming aware of the value of our database and are entering into contracts with us that have virtually no marginal costs. As we continue to sell syndicated data, our profit margin keeps increasing which will have a very positive effect on our bottom line.

In closing, I want to thank each of you for your patience and continued support of GuestMetrics. I encourage you to contact our investment relations group regarding any questions you might have about our Company and to regularly visit our Website at www.guestmetrics.com to read any news that we are releasing on a regular basis.

Sincerely yours,

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Forward-Looking Statements: This Shareholder Letter includes forward-looking statements that involves risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic business conditions, and the ability to attract and retain skilled personnel. The Company does not undertake to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this Letter.