

**SAMPLE** by Nicole Beckett

For Immediate release

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**DINING GOES TECH**

**Tech Start-Up Entercharge Revolutionizes the Restaurant Experience with New Tabletop Phone Charging and Bill Payment Processing Device.**

The dining experience just got tech savvy with the new Entercharge tabletop smart system, and it's happening in 30 select Los Angeles restaurants this spring, thanks to angel investors.

In today's tech-laden world, a typical dinner-time scenario goes like this: You sit down to relax and enjoy a meal at your favorite restaurant and suddenly realize your phone battery is at 2%. You immediately freak out and do the following: Search frantically for a rogue electrical outlet under your table, or abandon ship as fast as you can. You MUST charge your phone, even at the expense of rushing through a meal. If this sounds like you, then the new Entercharge tabletop smart system is going to change your dining experience forever.

Entercharge is the newest technology in tabletop phone charging that will allow patrons to feed their phones as well as their stomachs. Customers can enjoy a relaxed meal, and restaurants can retain clients longer, since they won't have the urge to bolt out with their dying phone.

After winning the MasterCard Challenge at the largest Fintech Hackathon 2014 Money20/20, the start-up spent the last year in the pilot stage, conducting A/B testing at the trendy Downtown Los Angeles juice bar Green Grotto. The technology is working, and is a hit among customers. "The need is there. We have received very positive Yelp reviews on our product. People go to Green Grotto for the great smoothies and also because they know they can charge their phones," says Messiah Jacobs, Entercharge Co-founder/COO in charge of Product Development.

Right now Entercharge functions as a phone charging station. However, the version hitting restaurants this spring will utilize iBeacons and BLE to enable bill payment and customer couponing via smart phones. In addition, Entercharge will establish a "smart restaurant" experience, where the Entercharge kiosk will recognize returning diners' phones and create a personalized dining experience based on past information acquired through iBeacon technology.

Sholi Goodman, a restaurateur with 20 years of experience is leading the seed round of investment. He is not only investing his money, but also his time by joining the start-up Entercharge's team and board.

“I can see the future of Entercharge and the future is enormous and bright: customers can finally put down their phones with confidence and recharge. Restaurants can ultimately focus on the best consumer experience for their guests, and the entire dining and hospitality experience can be elevated across the industry as a whole,” says Goodman. “There’s no schlepping the bill to the table, no impatient customers waiting to leave; every angle of the industry can be enhanced for all the parties involved. Entercharge will create a seamless dining experience. Customers love that!”

“We are happy to have Sholi aboard. With this investment, we can focus on the Entercharge product and create the ‘smart restaurant’ of the future,” says Jacobs.

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