

For Immediate Release

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Illinois Irish Bar Staple Nevin's Pub Continues Bar Innovation With Authentic Irish DraftMaster™ Beer Dispensing Unit

NAPERVILLE, Illinois (September 27, 2010) — Celebrating 20 years of continuously raising the 'bar' regarding the latest and greatest pub technologies, Tommy Nevin's pub has installed the area's first two DraftMaster™ pour-your-own-pint systems. The DraftMaster, made by Irish company Ellickson International, is poised to entertain the area's beer enthusiasts from Bears, Bulls, Cubs and Blackhawks season to off-season happy hours and dinner dates.

"We are very pleased to have the DraftMaster tables ready to pour in our establishment," said Steve Cin, owner of Tommy Nevin's Pub. "Whether our guests book private parties, sit down after work or come to watch our beloved Chicago athletes, they will be completely entertained by the pour-your-own-pint systems. We continue to offer our patrons the latest and greatest in pub technology and the DraftMaster allows us to do just that, while giving us a one-up on our competition."

Officially installed on September 19, Tommy Nevin's Pub had a pour-your-own-pint contest, which was hosted by ESPN Radio personality Harry Teinowitz.

The DraftMaster first hit the United States when it was installed into a Philadelphia, PA bar in March of 2010, and since, has steadily been adopted by more bars and pubs across the country. Distributed throughout Ireland by international beer, wine and spirits company Diageo, the unit is already installed more than 300 pubs overseas; and now, with the installation in Tommy Nevin's Pub, the Chicago area is now able to enjoy its first taste of a freshly poured beer through the DraftMaster.

"To the successful bar, a DraftMaster system allows owners, patrons and curious onlookers a chance to almost trade places, making for an entirely new experience," stated Declan Duggan, director of sales & marketing, Ellickson International USA. "As an Irish-made and manufactured product, Nevin's patrons get a truly authentic Irish feel from the DraftMaster, while completely eliminating wait time at the bar. The system also allows for greater profits and turnaround on product."

The DraftMaster facilitates greater profits due to a variety of different features. The mobile table has the entire beer dispensing system built in, with sections for the kegs on the bottom, cooling units and a pressurized dispensing system packaged underneath and two taps on top. The unique tap system limits waste and a built-in meter gives patrons the exact amount of beer being poured for the patrons to see.

At the same time, the DraftMaster gives bartenders and bar owners more control than traditional serving methods such as pitchers or pint glasses. With an operating system behind the bar that links directly to each table, the bartender has the power to shut off the tap and stop the flow of beer whenever they see fit.

“The DraftMaster is a unit that offers more fun, more control, and less waste for both the patron and the bar owner,” continued Duggan. “It’s the smartest, most efficient way to serve beer, while adding another element of fun to the patrons bar experience.”

Become a FaceBook fan of the Draft Master at <http://www.facebook.com/TheDraftMaster>

Follow the Draft Master on Twitter at <http://twitter.com/TheDraftMaster>

Headquartered in Waterford, Ireland, Ellickson International was founded in 2002 and provides innovative technologies that enhance the commercial performance and social dynamic of bars, restaurants, hotels and an array of hospitality businesses. Working closely with the hospitality community and world-leading brands including Diageo, Ascon, Coca-Cola, Tesco and GlaxoSmithKline, Ellickson International is supporting premises owners and beverage brands in several exciting ways: the company’s flagship offering, the Draft Master™ beer dispensing system provides marketing impetus, waste reduction and workflow efficiency. Its Steri-Bev™, Steri-Soda™, Cellar Monitor™ and the i-hospitality™ now in late development stages of market testing and commercialization will also advance premises management in new dynamic ways.

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