



Press Release

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USGN STIRS UP RESTAURANT MARKET WITH NEW CUSTOMER DEPLOYMENTS FOR ITS ON-DEMAND COLLABORATIVE PROJECT MANAGEMENT SOFTWARE

CKE Restaurants, Cajun Operating Company, Catalina Restaurant Group and Newmark Entertainment implement USGN software to more effectively manage corporate building programs

PHOENIX, AZ, October 30, 2007 - USGN, Inc., a leading provider of web-based collaborative project management software, today announced its most recent customer deployments of its Collaborative Project Management System. Ideal for the restaurant market, new customers that rely on USGN to manage their corporate real estate and building programs include CKE Restaurants (Carl's Jr. and Hardees), Cajun Operating Company (Church's Chicken), Catalina Restaurant Group (Coco's and Carrow's), and Newmark Entertainment (Amazing Jakes Food and Fun).

USGN's collaborative project management system is built on USGN's own application development platform that allows corporate business units, such as construction departments, to easily build and run their own applications that link their company's processes with those of internal and external teams. As the fastest, most secure and easily customizable way to deploy on-demand corporate project management, USGN's application development platform utilizes easy-to-use toolsets and templates to deploy applications such as Site Selection and Executive Approvals, Design, Construction, Facilities Management and Lease Management. Seamless across business units, USGN's platform will also be used for non-real estate processes such as those geared toward marketing, research and development, or purchasing

"Once one business unit, such as the construction department, begins managing their projects with USGN's software, the other associated businesses quickly follow suit and quickly begin realizing the time-savings, accountability and customizable workflow processes that they want in their own business units," said Doug Sperr, USGN's Founder and CEO.

USGN has launched a QuickStart program that leverages web-based applications built upon documented industry best practices that allow users to immediately gain a suite of proven collaborative project management tools resulting in time and cost savings with minimal time to deployment.

"Many of our customers have built their systems from the ground-up without programmers or IT personnel, who typically are already overtaxed with other project deployments," continued Sperr. "Because of our customer-centric design, new customers

USGN Customers Adopt On-demand Collaborative Project Management Software

are now able to leverage an expanded set of proven, customer-tested and easy-to-use applications by using the QuickStart program.”

With access to immediate project information, status updates, and dynamic performance metrics across a team or enterprise, USGN can drive productivity and enhance the bottom line. On average, USGN has helped these customers save as much as 10 percent of the total project cost, while increasing employee productivity by as much as 50 percent.

“USGN’s Collaborative Project Management system provided our restaurant development teams the ability to quickly review and approve project schedules and milestones, integrate budgets and financials, alert vendors, track approvals, view exceptions, document changes and team-progress notes, as well as have a single source for all project information and documents like drawings and contracts,” said Jack Willingham, VP Construction and Architecture, CKE Restaurants, Inc. “We chose USGN because we needed to manage the processes for multiple business units on a single platform. USGN is the most flexible and customizable web-based platform available, and because it doesn’t require code, or programming, we can customize it using our own internal staff.”

“Unlike other products out there, USGN has a ‘build anywhere, run anywhere’ philosophy based on Web 2.0 concepts. Not only does the software run on any operating system, using any browser, but there is nothing to download or install. As an example, our software runs on the Apple® iPhone™ perfectly and you could even build, and deploy or modify a global application right from your phone,” continued Sperr.

USGN hosted its fifth annual user conference this September in San Antonio, Texas. Themed “Achieving the Customized, Integrated Workplace, One Project at a Time,” the conference drew many of the most recognized names in the retailing, restaurant, construction and real estate markets. Six customer presentations, key learnings, software updates and peer-to-peer workshops highlighted the packed two days. A highlight of the conference was a real-time demo of USGN’s software on the Apple® iPhone™.

For more information about USGN’s collaborative software please visit www.usgn.net and download the latest case studies and product information.

About USGN

USGN is a leading provider of web-based collaborative project management software, transforming the multi-project industries by employing the world’s first thin-client Application Development Platform for today’s virtual business teams who need to work together in collaborative workgroups. USGN begins with ‘US’, emphasizing the essence of collaboration with a portfolio of software and a powerful development platform that address the three most important challenges facing project teams today: extended space/time, advanced flexibility, and enhanced accountability. For more information about USGN or to find out how to give your team the advantage of US, visit the company’s web site at www.usgn.net.

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