



BuyMeaBeer.com becomes Buy Me a Drink.co.uk in exclusive two year deal

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Mobile specialists Eagle Eye Solutions re-sign an exclusive deal with London wine bar operator, Corney & Barrow

PR9.NET November 11, 2005 - Eagle Eye Solutions <http://www.eagleeyesolutions.co.uk> have re-signed their exclusive deal with London wine bar operator, Corney & Barrow <http://www.corney-barrow.co.uk>. The new contract is for an initial period of 24 months and the deal will involve Corney & Barrow re-branding BuyMeaBeer as their own service.

Using the same technical infrastructure, the scheme will be called Buy Me a Drink <http://www.buymeadrink.co.uk> and will be available in all 12 Corney & Barrow wine bars. Existing customers of BuyMeaBeer will be seamlessly moved across to the new service and all old valid vouchers will still be redeemable.

Stephen Rothwell, director at Eagle Eye Solutions comments, "By changing the name of the product from BuyMeaBeer to Buy Me a Drink Corney & Barrow are building their own brand, with the full support of their marketing team. This is excellent news for Eagle Eye Solutions, as an increase in the awareness of the product can only open new doors for us to move the service into new markets and countries."

BuyMeaBeer and Buy Me a Drink will be two separate entities based on the same technology. As the BuyMeaBeer brand grows and moves into new territories with new products, Buy Me a Drink will remain a unique Corney & Barrow service for the heart of the London business district.

The re-signing of the contract will see heightened promotional activities by Corney & Barrow and ongoing advances in the functionality of the system. As Corney & Barrow push the service into their key market areas, the system will continue to grow to meet demand and market changes.

Advances in the Buy Me a Drink service will include:

- Corporate Accounts: Corporate companies can have multiple logins under one account, so that they can send vouchers to staff and customers.
- Calendaring: Will allow the user to set dates in advance so they can buy drinks now, but have them sent at a date in the future.
- Reminder Messages: Sending people reminder messages before the voucher expires to make sure that they do not forget about their drink.

Ed Gardner, marketing director of Corney & Barrow Wine Bars says, "Buy Me a Drink has been a huge success for both Eagle Eye Solutions and Corney & Barrow over the last twelve months. With changing lifestyles seeing increasing use of mobile technologies, we recognise the potential for growth and expansion of such an innovative product. We are excited to be at the forefront of our industry in the use of modern technologies to support what is essentially still a people led business."

Eagle Eye Solutions <http://www.eagleeyesolutions.co.uk> were finalists in the 'Retail / Leisure Sector Technology Project of the Year' award in the CNET Networks UK Technology Awards 2005 for their BuyMeaBeer product.

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About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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