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Fox 5 Acclaimed Gastro-Entertainment Portal Launches Trailblazing Stakeholder Reward Program

NEW YORK, December 5, 2007: **TASTESPACE.COM** – the new Web 2.0 gastro-entertainment search engine recently featured on Fox 5 has launched ***Cheque Please*** – an innovative participatory reward program that will offer the site’s most dedicated users the potential of earning a stake in the company’s success.

Under the groundbreaking interface incentive arrangement, registered users will receive points for their website contributions, and other value-adding activity -- ranked according to the accumulated points in their MyTasteSpace (MTS) accounts.

The top tier of MTS points-holders will then be placed in a pool of “Ultimate Users” that will be eligible for a variety of benefits including participation in a “success fee” fund. Users’ respective allocations will be determined by their ranking relative to other Ultimate Users. Monies for the fund are generated if certain pre-conditions are met in the event that the Company’s equity is sold.

Acutely aware of the vast sums being offered for sites like Facebook and YouTube, and mindful of the growing frustration of internet users seemingly denied the fruits of their labor, TasteSpace is launching “Cheque Please” to give its users an opportunity to enjoy some of the potentially significant gains that could be generated.

TasteSpace enthusiast and former Yelper, Aaron Ginsberg, wrote:

“Just at the time I was beginning to question the value of websites to which I was contributing my time, energy, and content, I found TasteSpace and ***Cheque Please***. These guys have reached out to those of us already engaged in the world of user-generated communities with an idea they knew we were all waiting to hear, even if we didn’t know it yet.”

J. Michael Conti, who earlier this year founded the Facebook group “The Facebook Dividend” has been calling for Facebook to pay its users for their contributions to the platform should the company go public. “As a community of users, we want to feel that we’re sharing in a website’s success. TasteSpace is giving us that opportunity.”

Speaking from the **TASTESPACE.COM** offices in Manhattan, Chief Executive Ajay Rajani said:

“I am delighted with TasteSpace.com’s timely introduction of the ***Cheque Please*** program to our rapidly growing community of discerning consumers. Following our recent televised coverage on Fox 5 and our tie-ups with SeamlessWeb and the New York State Restaurant Association, this new user-reward program builds on the success of our highly targeted entry into the New York gastro-entertainment sector – arguably, the most dynamic in the world.”

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“With *Cheque Please*, we are maintaining our commitment to leveraging the capabilities of our unique Infomediary/Social Networking hybrid for the benefit of our users.

Jesse S. Sommer, Chief Operating Officer, added:

“TasteSpace.com’s launch of *Cheque Please* will allow our users to compete for participation in a program that pays success fees to “power users” if and when there is an acquisition or IPO for a specified amount. Given the high overall experiential returns already enjoyed by end-users and the venues they patronize, this program is another way for TasteSpace.com to let users know that their presence is much appreciated, and inherently valuable.”

www.tastespace.com

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