

FOR IMMEDIATE RELEASE:

New iPhone app helps locate the Perfect Pint

Sligo, Ireland: 5 September 2011 – Now there is a perfect app for the Perfect Pint!



Just in time for Arthur's Day festivities, the newly launched **Perfectpints** iPhone app allows you to find a perfect pint wherever you are in the world.

Users can independently add, rate and review perfect pints. Connect with your friends when out and about. Think: Twitter for beer.

In 2007, Justin Knecht relocated from the East Coast of the US to the West Coast of Ireland and completed a thirty-day quest to find the perfect pint of Guinness in his home county of Sligo - and so came the inspiration for Perfectpints.com. Launched in 2010, the website has attracted thousands of visitors looking for and reporting on the perfect pint.

“It was always our intention to release an iPhone application,” says Knecht, whose business card reads *Chief Perfectionist*. “This was always meant to be an on-the-go experience. People want to socialize and share great experiences with friends or when travelling to new destinations.”

Perfectpints.com isn't about creating an exhaustive directory of pubs, but about being able to easily see where the *perfect* spots are. If you can't find your favorite pub listed, you can easily add it to the directory, or modify existing places to ensure listings stay current.

Instead of “tweets”, users communicate the “craic”. Budding perfectionists share their personal and local knowledge of the best spots that in turn creates a global, distributed community. The application is location aware, showing you the “perfect” spots nearest to you. You can “check-in” at any pub and upload pictures of the interior, pub front or the perfectly poured beer in front of you.

“The whole application is built by user interaction, so let everyone know who's got the perfect pint by adding and rating your favourite spots.”

This month, in recognition of Arthur's Day, the application is free for download from the Apple Store.

The company is busily at work extending the mobile application to allow you to buy a round via your mobile phone.



(l-r) Rick LeVert, Eddie Johnston, Aidan Finn, Justin Knecht, Dan Leydon, Libby Carton. Photo by Jonathan Hill.

About Perfectpints.com:

A craic team of developers and designers based in the Northwest of Ireland, including owner, Justin Knecht; web designer Eddie Johnston of Beanstalk.ie; developer Aidan Finn; illustrator Dan Leydon; and graphic design and branding firm, Carton LeVert, created Perfectpints.com.

Craig Howarth of Craiggcoded has joined the lads behind the bar as an iPhone and mobile developer. He lives in Brooklyn, NY.

Perfectpints.com is independent and not affiliated with Diageo or any of its brands or any other company.

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Photos and screenshots available at <http://www.perfectpints.com/static/pr>