

uWink Launches Franchise Program

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Program Provides Franchise Partners with uWink Technological Infrastructure, Restaurant Operations, Original IP and Media Content

uWink, Inc. (OTCBB:UWNK), a publicly-held digital entertainment company, today launched its national franchise program. Through the program, uWink will provide franchise partners with the technological infrastructure, operational support, and intellectual property and media content to open uWink restaurants in selected areas of the country and internationally, expanding on the beta uWink restaurant which opened in suburban Los Angeles this fall.

In addition to expansion through its franchise program, uWink plans to open new company-owned restaurants in the Southern California region in the coming months.

uWink is a new restaurant concept that combines food, drinks and entertainment - inviting guests to eat, drink and play at the same time, from their tables. uWink is the latest innovation from Nolan Bushnell, the founder and former CEO of Atari and the Chuck E. Cheese restaurant chain - now CEC Entertainment, Inc. (NYSE:CEC). Guests order food, drinks and media directly via touchscreen terminals at their tables while uWink runners deliver guests' selections. Guests can participate in the entire uWink experience as a single table or eventually engage other tables and interact with guests and tables at other uWink restaurants. The first restaurant opened last month at the Westfield Promenade in Woodland Hills, Calif.

'Since the opening of our beta restaurant last month, we have been inundated with requests from potential franchisees. With the help of our customers, we've spent the last month refining the uWink experience so we can expand to a national level,' said Mr. Bushnell, chief executive officer at uWink, Inc. 'Our innovative blend of technology, entertainment and food enables us to provide franchisees with a turnkey offering that is easy to deploy and maintain, while also allowing uWink to sustain a steady revenue stream.'

In September, uWink hired Sonnenschein, Nath & Rosenthal, a law firm experienced in franchise matters, to assist the company in drafting the required franchise disclosure documents and contracts. Since that time, uWink has completed all the necessary documents, including the company's Uniform Franchise Offering Circular (UFOC). The company also intends to begin registering its franchise program in states and foreign countries that require such action shortly. Prospective franchisees should contact uWink to receive more information about the company's franchise program and to request a qualification package.

uWink, Inc. is a publicly-held digital entertainment company based in Los Angeles, Calif., that develops interactive entertainment for restaurants and bars. Led by entertainment and restaurant visionary Nolan Bushnell, founder and former CEO of Atari and Chuck E. Cheese (NYSE:CEC), uWink is a new entertainment dining experience that leverages uWink, Inc.'s proprietary network and entertainment software.

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