



**Black Angus Inks Agreement to Have Buzztime in all BullsEye Bar Locations**

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**BullsEye Bars to utilize Buzztime bar games to provide more casual gaming fun to its customers**

LOS ALTOS and CARLSBAD, Calif. (August 4, 2011) — [Black Angus Steakhouse restaurants](#), and [NTN Buzztime, Inc.](#) (NYSE Amex: NTN), a leading social entertainment and integrated marketing platform for bars and restaurants, jointly announced their partnership to incorporate Buzztime's [bar games](#) into the overall Guest dining experience at all [BullsEye Bar locations](#).



The BullsEye Bar @ Black Angus Steakhouse, a new sports bar within existing Black Angus Steakhouses, offers "hi-def" food, drinks and sports in an energetic, casual environment. Buzztime's [bar trivia](#) will entertain Guests while providing the BullsEye Bar locations with a vehicle to communicate

promotional offers, new food and beverage items, and other specials to their Guests.

Buzztime is known for providing innovative sports, cards and trivia games as well as themed-promotions and contests that keep customers coming back – especially on non-peak nights. On average, according to an Arbitron® study, Buzztime players stay 30 minutes longer and spend \$5 more per visit than other customers.



"Black Angus intends to take advantage of Buzztime's innovative entertainment and targeted technology in our new BullsEye Bars to enhance our Guests' overall experience," noted Merry Taylor, President and CEO, Black Angus. "We believe Buzztime will provide our Guests with an engaging gaming experience, and Buzztime's customizable communications platform will allow us to keep Guests updated with all Black Angus and BullsEye Bar news."

"The BullsEye Bar @ Black Angus Steakhouse is the perfect environment to play Buzztime's interactive social games with its sports-loving crowd, energetic staff and craveable menu items," added Michael J. Bush, President and CEO, NTN Buzztime, Inc. "Each BullsEye Bar offers a fun and spirited destination for Guests to enjoy their favorite sports and play Buzztime's trivia bar and other games in a lively, comfortable environment."

The first BullsEye Bar opened in September 2009 in Black Angus's Burbank, California location. Since then the concept has grown to 26 BullsEye Bars with plans to open 3 additional locations in Sunnyvale and Montclair, California, and Albuquerque, New Mexico by September 2011.

Buzztime employs its network of over 3,900 bars and restaurants throughout the United States and Canada to strategically reach targeted audiences by providing clients with branded sports and interactive [bar games](#) that align with the brands' marketing campaigns; [live hosted trivia tournaments](#); and direct-to-consumer marketing initiatives through Buzztime's social networking and targeted e-mail marketing campaigns. Additionally, Buzztime engages 1,900,000 players who participate in 50,000,000 [bar trivia](#), cards and sports games each year on its network.



## About Black Angus

Headquartered in Los Altos, Calif., Black Angus Steakhouse was founded in 1964 by Stuart Anderson, a western rancher committed to serving high-quality steak, prime rib and seafood entrées at a great value with warm service in a relaxed but high-energy atmosphere. Today, Black Angus operates 46 such steakhouses, serving fresh-cut Black Angus steaks, in a comfortable environment. More than half of the Black Angus locations include a BullsEye Bar – a casual sports bar which features hi-def flat screen TVs, multiple viewing zones, free WiFi and an ongoing calendar of sports related promotions and contests. Located in California, Arizona, New Mexico, Washington, Alaska and Hawaii, Black Angus Steakhouse has received “Best Steakhouse” awards from a variety of local and national publications and continues to gain recognition in popular restaurant magazines. Black Angus does business as ‘Cattle Company Steakhouse’ in Alaska and Hawaii.

## About Buzztime

NTN Buzztime, Inc. (NYSE Amex: NTN) is a leading bar and restaurant social entertainment and integrated marketing platform. Trusted by 3,900 bars and restaurants in North America since 1985, Buzztime integrates trivia, card and sports games with in- and out-of-venue messaging and communication tools. With 1,900,000 registered consumers and 50,000,000 games played each year, Buzztime players spread the word and invite friends and family to their favorite Buzztime location to enjoy an evening of fun and competition. With Buzztime entertainment and marketing solutions, bars and restaurants attract new customers, turn casual visitors into regulars, and give guests a reason to stay longer. For the most up-to-date information on NTN Buzztime, please visit [www.buzztime.com](http://www.buzztime.com) or follow us on [Facebook](#) or [Twitter](#).

## Forward-looking Statements

*This release contains forward-looking statements which reflect management’s current views of future events and operations, including but not limited to statements about game offerings and content, expanded offerings, customer demographics, returns, stays and spending, market and audience reach, number of locations, and player participation. These statements are based on current expectations and assumptions that are subject to risks and uncertainties that could cause actual results to differ materially. These risks and uncertainties include the risks of adverse economic conditions, failure of customer and/or player demand, lower market acceptance or appeal of both existing and new products and services by particular demographic groups or audiences as a whole, termination of partnership and contractual relationships and the impact of competitive products and pricing. Please see NTN Buzztime, Inc.’s recent filings with the Securities and Exchange Commission for information about these and other risks that may affect the Company. All forward-looking statements included in this release are based on information available to us on the date hereof. These statements speak only as of the date hereof, and NTN Buzztime, Inc. does not undertake to publicly update or revise any of its forward-looking statements, even if experience or future changes show that the indicated results or events will not be realized.*

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