



Press Release

Issued: Friday, 25 October 2013

For Immediate Release

Beerculator: more party for your paycheck

Times are hard. Money is tight. Your student loan doesn't last forever. But you still want to party and get the most fun for your cash. Here's where Beerculator for iPhone comes in: it gives you the price per pint, and price per unit of alcohol for beers (or indeed any drink) - so you can always get the most booze for your money.

It's designed to be really quick and simple to use: intuitive preset values mean you can quickly tap in the info on a drink and find out what's cheapest. You can use it in the pub or the booze aisle at the supermarket.

Beerculator is on the app store: <https://itunes.apple.com/gb/app/beerculator/id725585622?mt=8> and has more info at <http://joshpalmer.co.uk/beerculator>.

Information for editors:

Beerculator was developed for iPhone by Josh Palmer, a 3rd year Physics student at the University of Leeds.

For more information, or a free copy for review purposes, get in touch: josh@joshpalmer.co.uk, [@beerculator](https://www.facebook.com/Beerculator), or [facebook.com/Beerculator](https://www.facebook.com/Beerculator).

If you want to talk on the phone, just drop us an email, and we can arrange that. We'll respond in a few hours if it's daytime in England.