

Discovery Channels Daily Planet Airing Feature on Cellflare™ March 24th



**GPS Mobile Application Featured Wednesday March 24th, 2010
at 7:00 and 11:00 pm EST.**

FOR IMMEDIATE RELEASE

Toronto (Canada) –March 24, 2010

Discovery Channel will be airing a feature on the location based mobile device application Cellflare™ next week. Cellflare recently released version 3.X of the application for the Blackberry, iPhone and Palm.

Kelvin Edmondson, Cellflare International Business Manager will be demonstrating the soon to be launched Mobile Proximity Marketing Feature. The shoot took place in and around The District, a trendy modern bistro located in downtown Toronto.

Mr. Edmondson stated “many companies are looking at advertising in the mobile world for 2010, and we feel, that at Cellflare we have taken it one step further with a highly targeted and inexpensive solution that works on most mobile devices. We are ecstatic that Daily Planet has decided to feature our application, as they believed it was a unique mobile application worthy of their attention.”

The location based Mobile Proximity feature will push opt-in content to a Cellflare user when they are within a predesignated distance of the local advertisers business. The content can include a coupon, voucher, menu or many other options. The notification appears within the app on the map, contact and instant message pages. It is sent also via email with real time information from the advertiser, including daily or hourly specials right and is completely self serve. This allows for a targeted campaign for the Advertiser and a more rewarding experience for the User.

The Cellflare application uses your mobile devices GPS system to locate you and your contacts on the move in real time. The application boasts features such as the **Friends on the Map, Cellflare Messenger, Quick Locate PIN, GeoFencing, eCouponing, real-time history and speed function** functionality. To download **Cellflare 3.02** directly to your **mobile device** go to **Blackberry App World, iTunes or the Palm® App Catalog.**

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About Cellflare Inc.

With headquarters in Toronto, Ontario Canada, Location-based Service Company **Cellflare** combines expertise and creativity with innovations in mobile technology.

For more information or to inquire about Reseller Opportunities - visit <http://www.cellflare.com> and follow us on **Twitter @cellflarenews**

SOURCE: Cellflare Inc.

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Tags: **Cellflare, LBS, location-based service, GPS, Discovery Channel, Daily Planet**

For more information, interviews, product reviews or questions contact: Bruce Bradley media@cellflare.com
(c) 647-207-7526