

Cellflare™ Wins CMDC Media CEO Dragons' Den Competition



Cellflare™ Takes CMDC First Prize of \$10,000 [Marketing Magazine](#) Advertisement

FOR IMMEDIATE RELEASE

Toronto (Canada) –April 9, 2010

The **CMDC (Canadian Media Directors' Council)** invited media entrepreneurs who have an exciting new concept to present the idea live to a panel of industry professionals and an audience of 700 media delegates at the **CMDC's** annual conference on April 8 at the Metro Toronto Convention. These media ideas have to stand out from competitors; demonstrate a clear client benefit and they must be executable.

The competition was moderated by Dianne Buckner, the host of Dragons' Den on CBC Television. The "Dragons" where Ted Boyd, President, 58ninety Inc., Judy Davey, VP Marketing Assets, Molson Coors, Sara Hill, President, M2Universal, Lauren Richards, CEO Canada SMV Group. Seven Companies competed, Marble Media, Sanitizements, Cellflare, ABCON Media, Volt Media, Turning Point – Impakt productions and The Media Merchants.

The winning presentation was delivered by **Cellflare** spokesperson Kelvin Edmondson. Mr. Edmondson's presentation focused on the Cellflare location based **Mobile Proximity Marketing** feature which will push opt-in content to a **Cellflare** user when they are within a predesignated distance of a location. The content includes a coupon, voucher, menu or many other options. The Notification can include real time information from the location, which results in a more rewarding experience for the User. The upcoming release of a branded version of the **Cellflare** application will also be presented, and how businesses big or small can use this to their advantage.

Cellflare is a free Mobile Device Application. Version 3.1 is available now for the Blackberry, iPhone and Palm featuring **Friends on the Map** and IM with **Cellflare Messenger**. Coming soon for the Android and Java/Symbian devices.

###

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 Proximity Marketing - visit <http://www.cellflare.com> and follow us on **Twitter** [@cellflarenews](#)

About Canadian Media Directors' Council

Today the **CMDC** has 38 members comprising advertising agencies and media management companies who jointly account for approximately 80% of all advertising investment in Canada.

For more information - visit <http://www.cmdc.ca>

SOURCE: Cellflare Inc.

###

Tags: **Cellflare, LBS, CDMC, GPS, Mobile Proximity Marketing, Dragon's Den, Canadian Media Directors' Council**

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