

Cellflare Mobile Phone Application Available on BlackBerry App World™

FOR IMMEDIATE RELEASE

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Big news in world of mobile technology today after Canadian Location-based services (LBS) company, Cellflare announced that their application is now available on the Apple App. Store as well as BlackBerry App World™.

Media Spokesperson Sarah Thistle says, “a lot of time and effort has gone into making this possible. To have two key players in the mobile communications industry interested in your application is a big deal.”

The Cellflare application uses the GPS system in your mobile device to locate your contacts in real time using LBS technology. Locations-based services facilitate the delivery of spatial data along with providing positioning, routing and direction-finding information.

The launch of the application on the Apple and BlackBerry App World™ Stores were well timed, with the boom in social networking, students heading back to school, and the desire for fast and accurate information on the go - people are waiting intently for the next technological advance to help make their lives easier.

The App. Store phenomenon has everyone at Cellflare Inc. very excited. Mobile Application Stores (MAS) are a new solution market which promises the development of a new revenue stream for operators, handset OEMs and application developers.

Thistle says “Cellflare has taken mobile tracking technology to a one-size-fits-all level that can provide minute-by-minute locations based information.”

For a free version of the application, visit the Apple iTunes Store, The Blackberry App. Store or the Cellflare website.

Cellflare is a Canadian company specializing in Location-based services. With headquarters in Toronto, Ontario, Cellflare combines expertise and creativity with innovations in mobile technology. For more information visit <http://www.cellflare.com>.

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