

EMDIGO® REVEALS NEW MARKETING AND DELIVERY SOLUTION FOR MOBILE APPS

Innovative GET IT™ Platform Enables Mobile App Delivery From Any Marketing Venue While Providing Users With A Simple And Unified App Download Experience

October 4, 2010 – San Jose, CA – Emdigo, Inc. a mobile marketing technology innovator, today announced the launch of its patent-pending GET IT™ mobile app marketing and delivery platform. GET IT™ offers mobile app and content providers a simple and unified way to market and deliver apps from any venue; including websites, email campaigns, online ads and even Facebook®.

App delivery through the GET IT system is as easy as making a phone call. By simply clicking on the provided link or texting the keyword of an advertised application, users will be presented with an info screen where they have the option to enter their mobile number or email address. GET IT will then connect to the user's mobile device, automatically detect all necessary device information and provide the user with the appropriate download link to the requested app. Thus, GET IT streamlines the user's download experience while also offering providers a way of tracking the efficacy of their marketing campaigns.

"With dozens of new mobile apps hitting the market every day, 'discoverability' has become a major challenge," said Steve Gleitsmann, President of Emdigo. "How do you make your app stand out? Until the arrival of GET IT, there hasn't been an effective way for publishers to drive measurable mobile app downloads from traditional marketing venues such as advertisements or email campaigns. The challenge is even greater for multi-platform apps that are distributed across various app stores or mobile carrier decks. GET IT provides a means of measuring efficacy of various app marketing initiatives while also providing a valuable service to consumers in its ease of use."

About GET IT™:

The GET IT platform streamlines the app download process for both the publisher and the user by providing a single and simplified download path for any mobile app and any mobile device. GET IT leverages advanced device detection that automatically directs the user to the appropriate download destination for the selected app, eliminating the various steps users currently have to go through when trying to download an app.

GET IT enables mobile app publishers to break through the constraints of app stores and carrier decks by allowing them to market and deliver apps across the venues where today's app users frequently visit. The GET IT app delivery experience can be launched from websites, banner ads, Facebook Pages, Tweets and even via short code based on keywords shown in television commercials.

The GET IT management systems' reporting capabilities provide mobile app publishers with valuable insight about the performance of their app marketing campaigns; including the venues apps are downloaded from and onto which popular devices they are downloaded.

GET IT has been tested and validated on over 200 mobile devices, including all leading smart phones and most of the popular feature phones currently available in the U.S. market. Additionally, GET IT allows app delivery to the iPad, iPod touch and other portable devices that are set up to receive email messages. GET IT currently supports delivery on Verizon Wireless, AT&T, Sprint and T-Mobile.

Additionally, GET IT is not limited to mobile applications but also functions with other types of mobile content such as video.

About Emdigo®:

Emdigo Inc. is a Silicon Valley software company founded by a team of entertainment industry veterans with over a decade of experience in the creation of software infrastructure for advanced game consoles and mobile devices. Our patent pending GET IT™ platform enables app developers to efficiently connect consumers with their mobile apps. GET IT is now available in the U.S. and it is being used by some of the world's leading mobile publishers. To learn more about our [solutions] visit us at www.emdigo.com.

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For a live demo, visit us at CTIA ENTERPRISE AND APPLICATIONS from October 6 to 8 at the Moscone Center West in San Francisco, CA, Booth 235E

For press inquiries, please contact:

Audra Mclver

Mclver PR (on behalf of Emdigo)

Email: audra@prmciver.com

Tel: 805-453-1652