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For Immediate Release

mPanion Releases Beta Version of “I’m Here” – an Always-on Location Service for Blackberry Mobile Users

Manage and Share your Location and Status by Groups and Privacy Levels

SEATTLE, Washington – February 9, 2011 – mPanion™ is introducing a beta version of *I’m Here*™, an always-on location and presence service for Blackberry mobile users. The patent-pending technology provides users with an always-on, real time location service with advanced privacy controls, and enables a rich presence status based on their individual preferences and privacy settings.

Beta Introduction

mPanion’s I’m Here provides a secure solution to manage and share location and status by customizable group lists. “Many location apps allow you to check-in manually, however we are introducing auto-updates which replaces the manual check-in process” said mPanion Founder and CEO Neeraj Chawla. “Our technology offers easy to use privacy levels to manage your location and status, and all you have to do is assign your contacts to the appropriate group such as family, friends or work,” said Chawla. “I’m Here will also help people share their favorite locations within their trusted circle of friends and contacts without compromising their privacy.”

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Along with unleashing the potential of location-based services, I'm Here also aims to address important issues such as distracted driving and parental monitoring. Beta users can provide the company feedback at www.mpanion.com.

mPanion Among Top Favorites at CTIA 2011

mPanion's I'm Here service is being featured in the Emerging Technology Awards at the upcoming Cellular Telecommunications and Industry Association (CTIA) show in Orlando. It is currently listed among the top ten favorites that people have voted for in the CTIA Big Idea contest.¹ You can find out more information about how to vote for I'm Here at <http://www.mpanion.com/events/CTIA2011.aspx>.

System Requirements

To utilize mPanion's I'm Here beta version, users must have a Blackberry mobile device using Blackberry OS version 4.7 or above, and have a data plan subscription. Blackberry users can download the next generation software at www.mpanion.com, which will also be made available in the Blackberry App World soon.

About mPanion, Inc.

mPanion, Inc. is a privately-held Seattle-based mobile software development company creating next generation location-based services, based on patent-pending technology. The company is developing I'm Here™ service for Blackberry, Windows Phone, iPhone, Android, and Symbian mobile devices. For more information or to sign-up to the service, go to www.mpanion.com.

¹ http://ctiait.ctia.org/premium_sessions/2011/public/index.cfm/viewScores

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