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**REGGAE com LLC**

# Press Release

## **REGGAE.com partners with ADVA Mobile to Launch Reggae Mobile App.**

“Get A Hit of PositiVibes” on iPhones and all other Internet Ready Mobile Devices with Exclusive Content, an Event Calendar, the REGGAE Lifestyle Blog and more.

**Fort Lauderdale, FL – March 21, 2010:** REGGAE com, LLC. announced today that it has partnered with Adva Mobile Corporation, based in Wayland, MA., to launch a major extension of the popular music and entertainment website for visitors on their mobile phones. REGGAE.com, founded in 1994, features Reggae and World Music, performers, related news and reviews, features on tropical travel and support for various positive organizations. The web site will be expanding its event listings, artist and new release promotions, entertainment news and travel offerings and provide this information now also on the new mobile site. Much of the Reggae Mobile content will be free and Reggae Mobile will also be an outlet for event tickets and merchandise that users will be able to purchase via their phone. With nearly all mobile devices now capable of receiving this rich content, Reggae Mobile represents a major focus of the website for the future.

JB, webmaster of REGGAE.com, stated “This is a major advance for our website. If someone wants to find a music event in their area, listen to an exclusive mix or tweet another Reggae Music fan, they’ll be able to do it with the Reggae Mobile Web app.” For an introductory period, Reggae Mobile will provide advertisers with free event listings and artist promotions. Webmaster JB indicated event information should be emailed to [jb@reggae.com](mailto:jb@reggae.com). REGGAE.com will be expanding its focus to cater to what JB calls “a Reggae Lifestyle.” The site has done travel promotions in the past but this area will be expanded considerably.

Jack Kelly, Co founder and CEO of AdvaMobile, stated “We’re very pleased to partner with REGGAE.com and help them reach their many fans on mobile phones. REGGAE.com chose our platform

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due to the flexibility of our mobile web design and the comprehensive mobile marketing services we offer, including text messaging, commerce, contests and voting, fan administration and content distribution. We're looking forward to working with JB and his team to bring new services and fans to REGGAE.com."

The pilot release of REGGAE Mobile can be accessed by texting getreggae to the shortcode 88704. While not required, a quick registration will get you a free mp3 download. Individual pages providing background on many top Reggae artists is available to all. BLOG postings will provide a wide variety of information from inspiring ideas to Reggae Music news, history, special promotions and "Ras John Picks" of the best CD's and Videos. There is also a tweet link where visitors may post tweets that are then displayed in the REGGAE mobile "tweet log". REGGAE.com's JB stated, "AdvaMobile's platform is a great tool allowing us to better reach people around the world. We believe it is an ideal way for anyone with fans to reach out to them wherever they are". REGGAE.com and REGGAE mobile are inviting their fans and artists they work with to participate by sending in short videos featuring Reggae music as the soundtrack for all types of activities - vacations, club scenes, concerts and parties. Videos, pictures and comments may be sent to [jb@reggae.com](mailto:jb@reggae.com).

REGGAE com, LLC:

Web: [www.REGGAE.com](http://www.REGGAE.com)  
YouTube: <http://www.youtube.com/user/rasjohnmon>  
Email: [jb@reggae.com](mailto:jb@reggae.com)  
Twitter: <http://twitter.com/rasjohnreggae>  
Blog: <http://reggaeroad.blogspot.com/>

Adva Mobile Resource Center:

Web: [www.advamobile.com](http://www.advamobile.com)  
MySpace: [www.myspace.com/advam](http://www.myspace.com/advam)  
Facebook: <http://www.facebook.com/pages/Wayland-MA/Adva-Mobile/140513737394>  
YouTube: <http://www.youtube.com/user/advamobile>  
Twitter: <http://twitter.com/advamobile>  
Blog: <http://advamobile.wordpress.com>

About Adva Mobile: Adva Mobile provides a software service that enables music artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile social sharing features, mobile commerce, and mobile content fulfillment. The service is free to the fan, and generates revenue to the band.

Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, [jackk@advamobile.com](mailto:jackk@advamobile.com) or 508-740-3359.