



MobiFlex™



Press Release

March 11, 2011

Adva Mobile and MobiFlex bring the Power of Affordable iPhone Apps to Bands and Recording Artists

Leading mobile companies partner to deliver new online service for providing iPhone Apps and Mobile Web presence under integrated mobile marketing platform

Bands and recording artists can now quickly create iPhone Apps at low cost that extend their brand across the mobile Web and iPhones.

Adva Mobile Corporation, a pioneer of mobile web, mobile App, and marketing services for touring bands and recording artists, has partnered with MobiFlex™, a self-service portal that lets you create robust native smartphone custom apps in just a few hours without coding, to provide this new support for iPhones. Features include playing songs and videos, showing concert schedules, band photos, sharing fan feedback, mobile purchases, targeting fans through location and more.

“Touring bands and Recording Artists need to connect to their fans on mobile phones across all major phone platforms, and we’re excited to bring the MobiFlex App creation platform to help them achieve this goal,” said Jack Kelly, Adva Mobile CEO. “The MobilFlex platform is simple and integrates seamlessly into our portal, ensuring that their messages and marketing outreach efforts reach their iPhone audience.”

George Adams, MobiFlex CEO, added “Mobile apps for the iPhone and other smartphones have quickly become a major new touchpoint for professional musicians and groups to engage their fans and reach new audiences. We’re very pleased to provide Adva Mobile with a version of MobiFlex to empower their band and recording

artist customers to quickly create their own apps, leveraging the native resources of the iPhone without having to find engineers to do the coding.”

The Adva Mobile service has quickly become the leading mobile marketing platform for bands and recording artists, with more than 1,100 artists using the service to acquire, engage, and sell to their fans on mobile phones. Combined with Adva Mobile’s mobile web and Android App services, bands can now also use the MobiFlex iPhone App creation service to have a branded iPhone app presence that can be deployed in a few hours as part of outreach programs to virtually all of the 6 billion mobile devices on the planet.

About Adva Mobile: Adva Mobile provides a software service that enables entertainment and recording artists to create closer relations with their audience through mobile marketing. The experience includes mobile messaging, mobile presence (mobile internet pages and mobile Apps), 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 or 508-740-3359.

About MobiFlex: MobiFlex™ is a self-service portal that lets you create robust native smartphone custom apps in just a few hours - without coding. The service supports smartphone native resources such as GPS and the camera. MobiFlex supports the iPhone and Android, and will soon support other major smartphones. You can create and test your MobiFlex™ app for free up to 14 days. A short demo video on <http://MobiFlex.me> shows how to create your custom app. Then, you can distribute your app for as little as \$14.99 per month. More details and pricing is at <http://MobiFlex.me>.

Adva Mobile Resource Center:

Web: www.advamobile.com

MySpace: 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.blogspot.com>