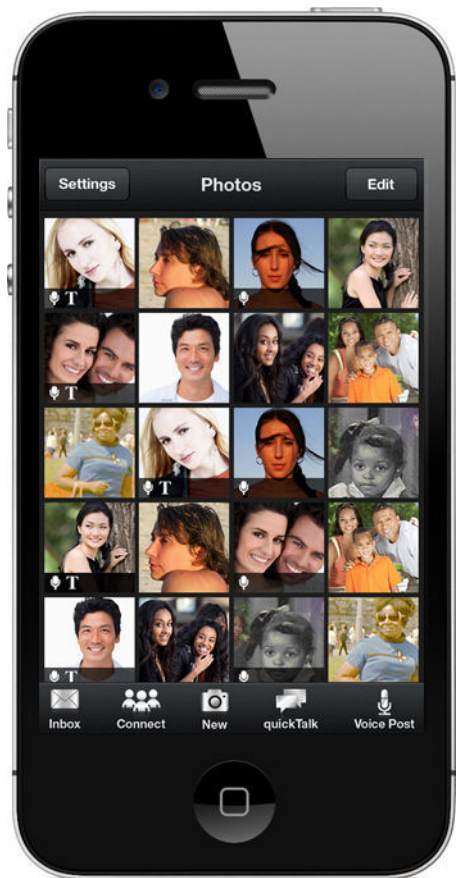


FOR IMMEDIATE RELEASE
Oct 29, 2012



eyeMe, Supported By Microsoft and Others, Launches New Mobile Social Media App With Voice and Photo Features That Allow Brands and Consumers To Engage In A Whole New Way With Interactive Mobile Content

eyeMe's mobile and web technology changes the social engagement as we know it and provide new ways for brands to create and monetize ad content for mobile social media



eyeMe is launching an iPhone app that transforms the way individuals and brands communicate and engage through mobile, social media, e-mail and more.

With the eyeMe app, users can send **voice tweets** to **Twitter** and **voice posts** to **Facebook** that provide a more engaging social experience. Another feature of the app, **PhotoTalk**, lets users add voice captions to photos to give them more meaning and bring them to life. The photos with voice can be posted on Twitter or Facebook, shared directly with other app users or e-mailed so viewers can view the image and listen to the audio caption to have a more engaging share experience. The patent-pending technology and formats enables brands to present additional information in the tweets and posts and deliver an ad or commercial directly into a social media stream that can be monetized. The app is available for download from the [App Store](#). There are premium web features available to brands to create additional interactive content for social media and e-mail campaigns. The **voice tweet / voice post** feature provides tremendous value to anyone who use their voice as their brand i.e. recording artists, news reporters,

TV talk show hosts, radio broadcasters, celebrities and comedians to name a few. The visual and audio features broaden the social engagement between users and tweets/posts, making it more likely for users to click through ad product placements. Glenn Outerbridge, Founder and CEO of eyeMe said "We are delighted about ushering in expanded uses of digital media to merge social media with brands and advertisers. We are also excited about providing very relevant digital media features on mobile and web. This is just the beginning of fantasy becoming reality in the mobile technology space".

eyeMe has already identified a number of business and consumer verticals through which the app's ad creation features will be marketed and sold and has deals in process. Also, **eyeMe**, which has been supported by Fernando Hernandez a Director at **Microsoft** and others, has attracted major brands that instantly recognized the value of

--more--

PRESS RELEASE

the visual and audio technology and the engagement opportunities it provides with customers and followers in social media streams. **Microsoft** will be using the technology in various ways, **Yahoo! Sports Radio** will be one of the first users of eyeMe to tweet and post radio snippets in the radio broadcasting space. The use of the eyeMe mobile app and eyeMeApp.com website brings numerous uses across diverse industry segments.

For example, non-profit organization **United Athletes Foundation** which was created by a group of professional athletes who understood their unique role in improving the lives of both the athlete fraternity and society are using eyeMe in a variety of ways to promote their events and athletes, **Honeywell** has identified ways to use the technology with field operations using a soon to be released enterprise version of the app, **Yung Joc** is a Grammy Nominated, Platinum Selling, Rapper / Entrepreneur from Atlanta, GA who will be using the eyeMe app to engage and entertain his followers, Fields Jackson Jr., Racing Toward Diversity magazine says “now you can actually hear the Twitter bird – speak!!”, MaryAnne Howland, CEO of Ibis Communications, a branding solutions agency is excited about the tremendous marketing potential for advertisers. She says “eyeMe is an industry game changer and our goal is to make sure our clients will be among the first to market to compete in the battle for digital eyeballs.” These are just a few examples of the opportunities for broad use and adoption of the eyeMe mobile and web technologies. CEO Outerbridge says he saw a brand and customer need and we are filling it.

eyeMe is using the **Microsoft** Windows Azure cloud platform along with other technologies. The FREE eyeMe app for the iPhone is available for immediate download in the Apple [App Store](#). The **Google Android** and **Microsoft Windows Phone 8** versions are in development and will be released soon.

For additional information about the eyeMe app visit www.eyeMeApp.com. For media inquiries e-mail info@eyeMeApp.com.

###

About eyeMe

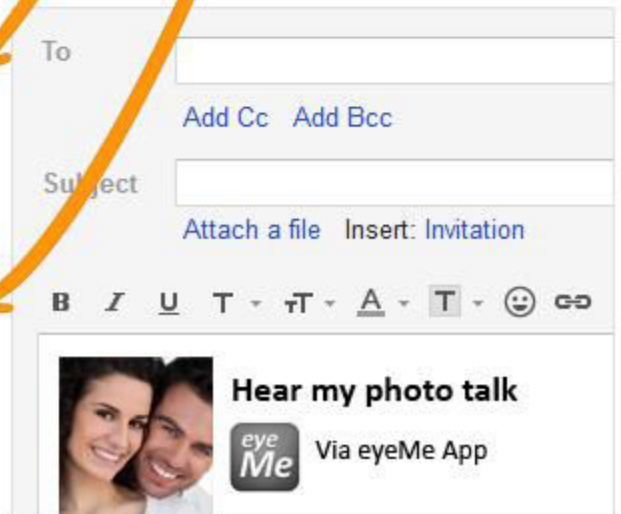
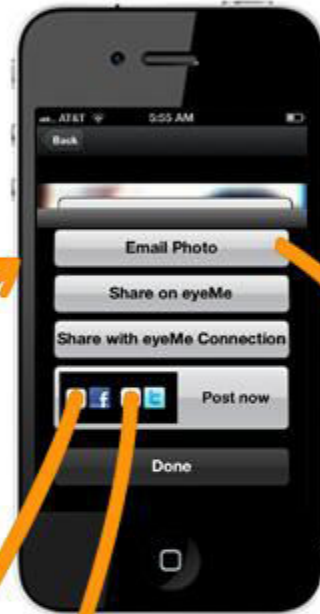
eyeMe is an emerging and innovative company that is providing mobile technologies that will change how individuals and businesses engage in social networking, social marketing and business collaboration on mobile and web that include monetization paths for brands. The mobile and web technologies provide visual and audio tools to communicate and engage in more powerful ways and changes the way we play and work.

eyeMe was named one of the 2011 Rice Alliance for Technology and Entrepreneurship Rising Venture I.T. and Web Companies at the 9th annual I.T. and Web Venture Forum.



Connect and engage in a whole new way!

- Add audio captions to photos to bring them to life
- Share on Facebook, Twitter and eMail
- Send voice tweets to Twitter & voice posts to Facebook



Check it out at eyeMeApp.com