

# ITA – LISTS YOU LIKE



Nice Mohawk Releases New iOS App for Lists!

Press Release

Monday, June 4, 2012

Summary: Nice Mohawk, a new indie iOS development shop, released a new app today called Ita – Lists You Like. Ita (pronounced like “Item”) is a brand new list-making app for iPhone and iPad. Ita makes it easier to add, rearrange, and complete items than any other list app, and Ita’s lists even act like paper—they show wear as you use them.

Body:

Athens, Ohio – With Ita, you can drag items to rearrange them, use one tap to mark items completed, and add multiple items one after another with just one tap. “Ita makes list-making faster, simpler, and more fun than any app we’ve seen. We’ve made it easy to mark stuff you’ve done, move items around, and keep track of everything you want to remember,” says founder Robert Cantoni.

Ben created Ita for himself as much as for his customers. “I am a list maker, and had yet to use an app that was actually better than a simple piece of paper. Ita is that app—it’s easy enough to replace a piece of paper and it’s way better at not getting lost. But we wanted to keep a little bit of the character of paper so we made lists wear as you use them.” As you tap, drag, and swipe through your lists, they’ll show signs of wear, just like a piece of paper. Ita works on iPhone and iPad and uses iCloud syncing to make sure your lists are with you wherever you go.

Nice Mohawk started thinking about making a list app when Ben added grocery lists to SousChef. Ben says, “We looked at how customers work with lists and came up with some new ideas for how you should add items, move items around, and mark items as completed. In Ita, those ideas have been refined and improved upon.”

Ita's out today and is 99¢ until June 15th, when it goes up to its regular price of \$2.99. Simple. Quick. Useful. Lists You Like.

#### Features

- › Universal for iPhone and iPad
- › iCloud syncing across devices
- › Drag items to rearrange
- › One tap to mark as completed
- › Add multiple items one after another with one tap
- › Lists show wear like paper!
- › You can turn off lists showing wear like paper!
- › Reinstate completed items, or vanquish them forever
- › Send lists to friends through email, Messages, or, like an animal, by printing.

About Us: Nice Mohawk is an iOS development shop founded by Ben Lachman and Robert Cantoni. Previously, Ben started Acacia Tree Software and is the maker of SousChef, a cooking assistant for Mac and iOS. Based in Athens, Ohio, we make top shelf apps for iOS.

Website: <http://nicemohawk.com>

iTunes App Store URL: <http://itunes.apple.com/us/app/ita-lists-you-like/id528185276>

Screenshots: <http://nicemohawk.com/press/screenshots.zip>

App Icon: <http://nicemohawk.com/press/icon.png>

For more information, please contact:

Ben Lachman, Founder

Nice Mohawk Limited

[ben@nicemohawk.com](mailto:ben@nicemohawk.com)

101 S. May Ave, Athens, Ohio, 45701

# NICE MOHAWK