MobiCart Enables Customized iOS and Android
Mobile Storefronts as Native Apps

**Free Solution Launched at DEMO Fall 2010 Saves Tens of Thousands of Dollars
in App Development Costs, Gives Each User Their Own Unique Storefront
with Ecosystem to Extend & Enhance MobiCart**

September 14, 2010 – DEMO Fall 2010, Santa Clara, CA – MobiCart (Newcastle upon Tyne, UK & San Francisco, US) www.mobi-cart.com today announced both the company and its free, mobile-optimized e-commerce solution at the acclaimed DEMO Fall 2010 showcase event in Silicon Valley.

MobiCart offers a free mobile storefront app development platform for Apple® iOS® and Google® Android® devices that includes both customized applications for the end-user as well as a comprehensive back-end management platform. These work in tandem to allow users to engage in a totally customized, unique mobile commerce experience optimized for them and their specific shopping via their supported mobile device.

MobiCart enables businesses to save tens of thousands of dollars that would normally be required to develop their own application and mobile storefront and also enhances branding and customer loyalty through an app that is unique to each user. All this is accomplished without CSS or developing an encapsulated website on the mobile device – MobiCart is a native app on its supported operating systems.

MobiCart also works as a standalone storefront, so businesses can have their own mobile e-commerce site without even <u>having</u> a website. MobiCart can of course be fully customized to match the look and feel of a mobile shop, while easily adding products and pages to your app - it's your own shop with your own brand.

With an open API, MobiCart is easily and quickly integrated into existing shopping cart solutions, while also allowing developers to build and distribute extensions to MobiCart and take part in a growing community via its online marketplace. The MobiCart marketplace is a core aspect of MobiCart. Developers can easily extend MobiCart and develop a whole series of add-ons, which they will then be able to give away or sell.

"MobiCart has demonstrated a unique, native OS solution that is specifically optimized for m-commerce, something both VentureBeat and DEMO have long stated is overdue and needed by the market," said Matt Marshall, executive producer of DEMO. "We are very pleased they have selected DEMO Fall 2010 as their launch venue and look forward to seeing how the market reacts to this free service and solution."

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Raymond Kiersey, General Manager of Retail Sales at Flybe® - Europe's largest regional airline and MobiCart's first customer – said: "We are very excited about this revolutionary new product. Our customers are busy people and MobiCart's technology will allow them to make duty-free purchases on the go. We believe providing an easy mobile purchasing option will greatly increase sales by aiding potential customers who otherwise haven't the time."

MobiCart will be broadly available by the end of September and is currently in final testing – sign up at www.mobi-cart.com and be informed when the platform is in general release.

About MobiCart:

MobiCart www.mobi-cart.com is a startup that is taking m-commerce to a new level of personalization on iOS and Android devices with a completely free solution. The company's customized application development platform and online ecosystem for sharing extensions (both free and paid) distinguish the platform and elevate mobile shopping to a new level of personalized ease-of-use.

About DEMO:

Produced by the IDG Enterprise events group, the worldwide DEMO conferences focus on emerging technologies and new products innovations, which are hand selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying cutting-edge technologies and helping entrepreneurs secure venture funding and establish critical business. For more information on the DEMO conferences, visit http://www.demo.com/.

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Editors' Note: MobiCart logos, screenshots and other images are available from the company press contact

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