

WORLD'S FIRST LEGAL APP-STORE ALTERNATIVE LAUNCHES AT CES 2010

YourAppShop™ Provides a Platform for Brands and Companies of all Sizes to License and Create Their Own App Stores

LAS VEGAS (CES Booth # 4325 North), Jan 6, 2010 – Companies everywhere can now have their own mobile app stores to sell any and all apps they choose with the launch of YourAppShop™ (www.yourappshop.com), a platform that offers a viable, robust and legal alternative to iTunes. Available for license now by developers and content owners of all sizes and compatible with the iPhone and iPod touch, the platform is based on technology used in Palm's PRE and Google's new Nexus One device. YourAppShop was created by magician Steve Sheraton of Hottrix, the developer behind the wildly popular iBeer and iSoda apps.

YourAppShop™ was created by Sheraton out of frustration with Apple's approval process and he now invites others who want to expand their mobile footprint to use his platform to create their own app stores. The platform is based on an existing yet little-known technology that allows brands and companies to set up proprietary shops and sell apps directly to consumers.

"For years, developers of all sizes have been denied access to the world's largest app store for a variety of reasons thanks to a lengthy and convoluted corporate process," Sheraton said. "These policies have hampered certain labels from creating personalized, branded apps. Your App Shop is a brilliant opportunity for companies with content not allowed on iTunes or those that just want to bypass Apple completely."

YourAppShop™ provides a simple, turnkey solution for companies to reach customers with targeted apps and content relevant to their respective businesses. To access the Shop, users visit a single Web site, tap once and the download is complete. Apps can be made available immediately via a cloud-based admin, allowing for delivery of both on and offline content. An integrated micro-payment system allows for intuitive one-click purchases.

YourAppShop™ is based on a technology that is already being successfully used for two recently launched genre-specific app shops--the Premier App Shop™ (www.premierappshop.com), a store for magic trick apps and the Sex App Shop™ (www.sexappshop.com), which features adult content and has already been downloaded more than 2 million times since launch.

"It's amazingly simple for content owners to sign up, create an app and repurpose their content with our technology," said Maria Gara, owner of Premier App Shop LLC. "The Premier App Shop was created out of our own need to find an alternative to iTunes. This means we did all the hard work so others can enjoy the benefits of having their own licensed, branded app store with the content they want, delivered when they want it."

About Premier App Shop LLC:

The Premier App Shop™ was created by iBeer inventor Hottrix as a storefront for magicians and fans to share magic apps independently with each other. This technology led to the creation of the Sex App Shop™ (www.sexappshop.com), which makes adult content available to mobile users on the world's most popular and best-selling devices. The Premier App Shop™ also recently released YourAppShop™ (www.yourappshop.com), a platform that is available for license by developers and content owners of all sizes to create their own app shops and compatible with the iPhone and iPod touch devices.

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