

1-877-592-5293
Eric Blackerby

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Blaze Mobile Launches New iPhone App that lets you “Check Out.”

(Berkeley, CA) October 7, 2010 – Blaze Mobile, a leader in mobile payment solutions, introduces the Blaze Mobile Wallet 2.0 application for iPhone as a free download available in the Apple App Store. The app boasts a new social feature they have coined, “check out,” that allows consumers to share their purchases on Facebook.

The new Facebook features compliment the popularity of consumers “checking in” and sharing location and purchase information with friends. After a purchase is made with any card linked to the Blaze Mobile Wallet, consumers can click on the Facebook icon within the Blaze app, which will automatically generate a customizable message listing the merchant and date of purchase. For movie ticket purchases, the film, theater, date and time are included in the auto-message. Consumers can edit the message or post it as is on their Facebook page. The entire process takes just a few clicks to execute. The “check out” feature enables consumers to tell their friends about a product they have purchased or invite them to an upcoming movie. Furthermore, the Blaze app enables consumers to buy movie tickets up to 7 days in advance, making it easy to invite friends to a movie and buy the tickets without leaving the application.

“We think enabling consumers to post messages about their favorite products or “checking out” on Facebook is just as compelling as “checking in,”” states Michelle Fisher, Blaze Mobile CEO. “This Facebook feature is word-of-mouth marketing. When a consumer shares their latest purchase and opinions about the product or event with friends, it gives them a voice not available through traditional product review channels, and could compel others to purchase that item as well. Movie and concert tickets, books and food are just a few examples of purchases your friends would consider making after seeing that you’ve bought them.”

The check out feature also provides merchants with opportunities to influence consumer buying habits, both individually and collectively, through purchase sharing with friends. The Blaze app already supports rewards cards and programs. Thus, merchants can use Blaze check out and its ad network to easily execute campaigns that encourage customers to become repeat buyers, and to invite their friends to shop as well.



About Blaze Mobile

Blaze Mobile develops innovative mobile commerce and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. The Blaze Mobile Wallet enables fast and easy “contact-less” purchases – including movie and event tickets – as well as fund transfer, banking, and personal finance management. It can manage bank accounts at more than 8,000 supported financial institutions, view electronic receipts, and quickly and easily create expense reports. Blaze Mobile Wallet also offers valuable location based services such as maps and points of interest, including ATMs, restaurants and more – all in the palm of your hand. Then Blaze Mobile Advertising Network enables companies to target specific mobile advertisements and promotions to their most important customers, delivering unparalleled marketing and branding capabilities. Blaze Mobile applications are available through the Apple iPhone, T-Mobile, AT&T, NTelos, and the Android Market. For more information, please visit www.blazemobile.com.