



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

Press Contact: Jim Campbell  
Blaze Mobile  
[jcampbell@blazemobile.com](mailto:jcampbell@blazemobile.com)

**Blaze Mobile Wallet Now Available on Apple App Store**

*Unique Mobile Commerce Application For iPhone and iPod touch enables fast and easy purchases, personal financial management, and much more*

**Alameda, CA.,– February 9, 2009** – Blaze Mobile today announced a version of its Blaze Mobile Wallet, the first fully- integrated, secure mobile commerce solution for handheld devices, that supports iPhone and iPod touch is now available on the Apple App Store. The Blaze Mobile Wallet gives users the ability to quickly transact everyday purchases and easily manage personal finance tasks like banking and fund transfers.

“The simple yet sophisticated features of the Blaze Mobile Wallet are a perfect match with the simplicity and sophistication of the iPhone,” said Michelle Fisher, Founder and CEO of Blaze Mobile. “We are very pleased that our popular mobile wallet application is now available for iPhone users.”

With the Blaze Mobile Wallet, iPhone and iPod touch users will be able to purchase movie and event tickets, 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 much more.

The Blaze Mobile Wallet application is available for a one-time download fee of \$1.99 from Apple’s App Store on iPhone and iPod touch or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/)

**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. The 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 For more information, please visit [www.BlazeMobile.com](http://www.BlazeMobile.com).