



PRESS RELEASE
For Immediate Release

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IBOATSHOWS™ APP RELEASED TODAY IN APPLE STORE

New Free App Delivers Boat Show Information On iPhone, iPod Touch or iPad



FORT LAUDERDALE, Fla. - Sept. 30, 2010 - iTapTouch, LLC, a mobile applications development company, announced that their first app - iBoatShows™ - has been approved and is now available in the Apple App Store. The application was designed in response to the growing demand for key information on boat shows and other marine-industry events.

iBoatShows, available today as a free download at the Apple App Store or through the company website, www.iboatshows.com, helps boaters locate a show near them or anywhere in the world.

The app also features a quick-search function allowing users to discover what each show or event has to offer and obtain tickets. The app also includes an "Extras" section that allows users to take advantage of special offers by exhibitors, or access social media sites like Twitter and Facebook to tell others about what they've found.

The application is the first of several planned applications by iTapTouch, including iBoatShows Custom®, which will focus on individual shows, allowing boaters access to detailed, real-time show information. Customized for any and all shows that want to offer a personalized, dynamic, multi-faceted solution, the apps will provide attendees with convenient mobile access to expo, destination, and exhibitor/vendor information, as well as promotions and sales. iBoatShows Custom will be rolled out later this year.

iTapTouch is the first mobile-only company to join with the Mad Mariner Network, which now includes nine websites, DIY Boat Owner magazine, and the largest social network in the marine industry. iBoatShows for the iPhone, iPad and iPod Touch will expand Mad Mariner's ability to connect advertisers with an audience of enthusiastic boaters.

About iTapTouch, LLC

iTapTouch, LLC is a privately held, woman-owned company formed expressly to develop mobile applications for the marine industry. iTapTouch, LLC is owned and managed by Nancy Birnbaum, a long-time boater, U.S. Coast Guard-licensed Captain, and writer/editor in the marine industry. More information about iBoatShows can be found at www.iboatshows.com. iBoatShows can be downloaded at the Apple App Store. (<http://itunes.apple.com/us/app/iboatshows/id392067437?mt=8>)

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