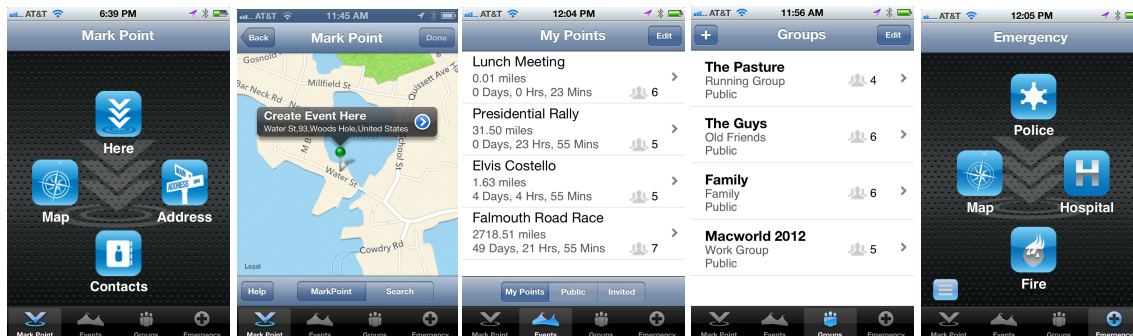# Rally Point

New social app brings friends, family, and businesses together at a moment's notice—

CAPE COD, Massachusetts—December 26th , 2012 – RunningHat today released Rally Point, a new application that empowers you to quickly organize events for your friends while on the move. This application is currently available in the Apple App Store.

Rally Point is ideal for athletic teams, tour groups, conferences, flash mobs—in short any group of friends who are out together. The app sends a signal to all invitees letting them know they should, "Meet me here!" Best of all, the group can be as private or as public as you wish.

Rally Point features an intuitive location-centric system for creating free events. You can invite people from your personal contact list and provide them with information and directions. You can also search a broad database for events that may interest you and share these events with friends who might be interested.

"Rally Point is a tool for people who are on the move and want to use mobile technology to interact with the real world," said Jason Cullinane, RunningHat's CEO. "Rally Point changes the way we interact. Ask yourself, have you ever been out of the house and wanted to gather a group of people together in a single location? Rally Point allows you to do that easily."

To use Rally Point, you must first select the location where you want people to meet, choosing between "Here", "Map", "Address", or "Contacts." Once this is done, you can quickly add a name for the event, select a date and time, and add a description. Finally, choose an appropriate photo: you can take a photo of a landmark of your location or

simply chose one from your own database.

We all have groups: friends, colleagues, family. Rally Point allows you to create and save these groups as a shortcut to speed up your ability to send event invitations.

Moreover, if you want to really spread the word quickly, you can use Rally Point to post your event directly to Facebook and/or Twitter..

Once the event invitation has been sent out, you can check in with Rally Point to see who has responded and if they are coming. Invitees always have the option of calling you directly to let you know where they are.

Finally, we at RunningHat want you to be safe. Therefore, Rally Point can be used to quickly locate police, fire, and hospital services in your immediate area.

Pricing and Availability
Rally Point is available for free on the App Store. Please visit www.RallyPointStore.com for more information, including semi interactive screenshots of the application.

RunningHat initially started out in 2003 designing and selling printed runners training logs (LogbookONE) and is now developing apps for mobile devices.

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To download the app: http://itunes.apple.com/us/app/rally-point/id543180944?mt=8