

Downtown Yonge BIA iPhone App Launches by Mobile Fringe

(Toronto) August 13, 2009 – Downtown Yonge Business Improvement Area and Mobile Fringe are proud to announce that the free Mobile Yonge iPhone app has launched and is available to be downloaded.

Built on the Mobile Yonge m³ platform, the Downtown Yonge app features include:

- Easy Navigation of the 1,000+ businesses in the area
- GPS mapping in seconds
- Map multiple stores and determine the best route
- Category driven searches to make things effortless
- Create a Favourites list for quick access of shops, restaurants, or stores
- One touch calling
- Once touch to website
- Stay connected with Downtown Yonge's Facebook Page and Yonge Buzz

“This app extends our reach from our website and gives users important information whenever they need it. It also provides an effective platform to support our members and visitors. Mobile is definitely a technology we will continue to work with to enhance people's experience in the district.” said Monica Kocsmaros, Marketing Manager, Downtown Yonge Business Improvement Area

“Downtown Yonge has been great in providing an efficient and effective vision for this app leveraging the Mobile Fringe m³ platform. The goal was to give users the information they need quickly, so they can spend more time enjoying Downtown Yonge. We are not going to stop here either. In the future Mobile Fringe will look to add some new features that include promotions, twitter, direct address book updates and enhanced location sharing with your friends.” said Steve Sorge, Vice President of Business Development, Mobile Fringe.

About Downtown Yonge BIA

The Downtown Yonge Business Improvement Area (B.I.A.) is an association of 2000 businesses and property owners in downtown Toronto. Founded in 2001, the mandate is to revitalize and position Downtown Yonge as Canada's premier business, shopping and entertainment destination. www.downtownyonge.com

About Mobile Fringe:

Mobilefringe is a mobile marketing think tank and development house for iPhone and Blackberry applications. Mobile Fringe builds proprietary marketing platforms like the m³ engine for their clients to leverage into the mobile market. www.mobilefringe.com