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interactive MOBILE @dvertising, LLC

Gene Quinn named Chairman of iM@

Digital media, travel technology and financial services veteran Gene Quinn has joined interactive MOBILE @dvertising LLC (iM@) as Chairman of the Board .

Norwalk, CT, December 8, 2009 – interactive MOBILE @advertising, or iM@, an innovative startup company pioneering the delivery of geo-targeted advertising to travelers through their mobile devices, announced that Gene Quinn, a veteran of digital media, travel technology, financial services and e-commerce, has joined its board of directors as chairman.

“Gene’s experience in media, in the travel industry and in working with early-stage companies will help our iM@ team focus on the mission-critical objectives of securing the necessary resources and building the business relationships we need to seize an enormous market opportunity,” said Kerry J. Cannon, Jr., CEO and co-founder of iM@.

Since 2000, Quinn has managed his own private investment company, Confluence Partners, and has been an angel investor and adviser to both established and start-up companies, including PhoCusWright, NewTrade Technologies (acquired by Expedia) and OpenPlaces – all in the travel industry – and BzzAgent, a word-of-mouth marketing company.

iM@ develops mobile phone-based, GPS-enabled destination guides for visitors to popular destinations. Through a simple, free, downloadable mobile phone application, iM@ provides users with access to destination-specific information, deals and incentives from hotels, restaurants, attractions, shops, and more, based on users’ preferences and location.

“Mobile devices are ubiquitous, and the potential for consumer-friendly, on-demand mobile services is limitless,” said Quinn, chairman of the board at PhoCusWright, the leading market research and technology authority in the travel industry. “iM@ has the

right team, the right experience in the travel industry and the right plan to connect the dots.”

For 30 years, Quinn has been an executive and an investor in e-commerce, digital media, broadcasting and publishing businesses. He is a former senior vice president of online and interactive television at Viacom’s MTV Networks and former general manager of interactive services at Tribune Company, which built a successful venture capital portfolio of interactive media and e-commerce business in the mid-1990s. Most recently, Quinn served on the board at Checkfree Corporation, the leader in online bill presentment and payment solutions, which Fiserv acquired in December 2007. He holds a BA from the University of Delaware and an MBA from the Kellogg School at Northwestern University.

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About interactive Mobile @dvertising, LLC

iM@ develops "geo-intelligent" mobile destination guides for major tourist and business travel destinations. Through a simple, downloadable mobile phone application, iM@ provides travelers with immediate on-demand access to destination-specific information on accommodations, transportation, dining, points of interest, entertainment, etc. By establishing an interactive, two-way (push & pull) communication via the iM@ mobile platform, suppliers and sponsors within each destination can expose their ads and special offers with pinpoint accuracy to the right people, at the right time and location, who have opted to receive them. The company is based in Norwalk, Connecticut.