



Mobile Simplicity Fact Sheet

Description: Mobile Simplicity is a software development and marketing company with a mission to deliver simple and intuitive applications to mobile devices, particularly the iPhone. Mobile Simplicity develops proprietary products, such as the hit program CraigsMobileList, and also serves as a software development shop for outsourcers. The Company also provides a wide range of service offerings including idea generation, development, distribution, marketing and support.

Products:

- **CraigsMobileList** – An application designed to greatly improve the ease of searching, browsing, and responding to Craigslist listings on an iPhone. More than 25,000 copies sold.
- **What's Fresh** – A tool that allows you to know what fruits and vegetables are currently in season in your area anytime, anywhere. Rated four stars in the App Store.
- **WatchOut!** – WatchOut! is a tool to help you stay safe by providing awareness of sex offenders in your community. Ten percent of profits from this program are donated to the Domestic Violence Crisis Center (www.dvccc.com).
- **Network Admin** – Keep an up-to-date, secure and compact repository of your clients' network configurations with you at all times.
- **Beer Goggles** – A hilarious and fun application that works with your camera and shows you what people will look like after you've had a few drinks.
- **BlackFridaySteals** – A deal tracker and store locator for the biggest shopping day of the year.

Product Demos: <http://www.mSimplicity.com>

Services:

- **Idea gestation** – Refine your application idea and assess feasibility, market potential, and cost.
- **Design** - We can design everything from the front-end interface to the back-end database structure.
- **Development** - Our team of experienced developers are experts at programming everything from simple utilities and news feeds to sophisticated games and social networking apps.
- **Distribution** - We provide distribution via iTunes as well as the Palm, Blackberry, and Android stores.



- **Marketing and PR** - We have an experienced marketing team to help drive your application's sales.
- **Support services** – Services from setting up web and email hosting to providing a service support team.

Offices: **Headquarters**
113 E. University, Suite 3
Rochester, MI 48307

New York Office
35 Orient Ave #2
Brooklyn, NY 11211

Key Officers: CEO, Tony Lombardo
President, Rick Krakowski

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Mobile Simplicity Backgrounder

Overview

Mobile Simplicity is a software development and marketing company with a mission to deliver simple and intuitive applications to mobile devices, particularly the iPhone. Mobile Simplicity has a wide range of service offerings including idea generation, development, distribution, marketing and support. The firm both develops proprietary products and serves as a software development shop for outsourcers.

Mobile Simplicity has developed the following programs for the Apple iPhone:

CraigsMobileList

<http://www.msimplicity.com/cml.html>



The company's flagship program, CraigsMobileList, is the leading paid iPhone app in the iTunes store and has reached as high as #55 in the Top 100 Paid Application rankings.

CraigsMobileList is a simple and intuitive application designed to greatly improve the ease of searching, browsing, and responding to Craigslist listings on an iPhone. By streamlining the interface, CraigsMobileList makes Craigslist as quick and effortless to browse and search on the iPhone as it is through a standard browser on a computer.

- Search and browse all standard Craigslist categories from a centralized interface
- Bookmark your often repeated searches
- Save favorite craigslist posts for quick and easy access
- Recall your last location/category settings
- Respond to listings quickly and easily using listing email button
- Forget about resizing screens and clicking on tiny links!

The product has sold more than 25,000 copies and has been written up in a number of Internet publications including:



Reviews:

“CraigsMobileList makes it super easy, easier than using the browser, to find exactly what you’re looking for on Craigslist.” – GotApps Review (September 23, 2008)

<http://gotapps.com/craigsmobilelist-iphone-app-craigslist/>

“Very good, very good app.” – iPhone App Podcast Review (September 6, 2008)

<http://theappodcast.com/craigs-mobile-app-review>

“With the ability to tag favorite posts and bookmark specific searches this app is actually a step up from the original website.” – App Craver Review (December 18, 2008)

<http://www.appcraver.com/craigsmobilelist/>

iTunes Store Link

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=286574279&mt=8>

What’s Fresh

<http://www.msimplicity.com/wf.html>



What’s Fresh helps you eat the freshest foods by allowing you to know anytime, anywhere what fruits and vegetables are currently in season in your area. This knowledge is valuable to make selections that are beneficial for both your health and for the environment, whether you are at home or at the market. The transport of fruits and vegetables not only diminishes the taste and the nutritiousness of food, but the fuel used to transport food causes harm to the environment through the depletion of natural resources as well as through emissions. What’s Fresh assists you in making more informed shopping decisions by identifying fresh foods in your area.

For seasons when little is fresh in your area, What’s Fresh allows you to determine where in the country your desired item is in season so that you can be more certain that the produce you buy is fresh and delicious.

Finally, What’s Fresh helps you plan your eating in advance by providing a Freshness Calendar displaying what items are in season throughout the course of the year in your area.

What’s Fresh is the cornerstone program in Mobile Simplicity’s move towards applications that provide functional utility while being a showpiece for the iPhone. It has gained a strong 4 star ranking in the App Store and has been universally praised in its functionality and design elegance.



Reviews:

“...this application really is beautifully designed.” – Apple iPhone School Review (April 7, 2009)

<http://www.appleiphoneschool.com/2009/04/07/whats-fresh-know-which-fruits-vegetables-are-fresh-in-your-area/>

Video Demo

<http://www.youtube.com/watch?v=EkJTxJI9i5c>

iTunes Store Link

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=309667015&mt=8>

WatchOut!

<http://www.msimplicity.com/wo.html>



The WatchOut! program features an easy-to-use interface that enables users to identify dangers around them by searching for registered sex offenders by zip code, or by name. The program also allows the user to determine where the highest concentrations of offenders live by plotting the locations on a map. The program is perfect for parents of young children, people who are planning to move to a new area, those who are dating and anyone else who is interested in knowing who is nearby in order to enhance safety.

Mobile Simplicity and WatchOut!, LLC have partnered to help the cause for domestic violence by contributing 10% of profits to the Domestic Violence Crisis Center (www.dvccc.com).

Reviews:

“The application WatchOut! comes with a 1.99 price tag, but can you really put a price tag on your child’s safety? Check this application out, its a must get.” – My iPhone Genius (April 14, 2009)

<http://myiphonegenius.com/?p=657>

iTunes Store Link

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=310086341&mt=8>



Beer Goggles

<http://www.msimplicity.com/bg.html>



Beer Goggles is a hilariously fun application that allows you to take a photograph of a person and determine what they would look like after you have consumed a certain number of beers. To make the program extra fun, there are hidden surprises to be discovered, which keep you coming back for more. In addition, Beer Goggles will be linked up to Facebook, allowing people to upload their most humorous photos to their wall to share with friends.

Beer Goggles is not yet in the store. Expected release date is April 16, 2009.

Network Admin

<http://www.msimplicity.com/na.html>



Network Admin is an application developed for IT Companies, Network Administrators and small business owners that allows you to keep an up-to-date, secure and compact repository of your clients' network configurations with you at all times.

iTunes Store Link

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=305692026&mt=8>

BlackFridaySteals

<http://www.msimplicity.com/bfs.html>



A deal tracker and store locator for the biggest shopping day of the year. BlackFridaySteals allows the user to browse deals at over 40 major retailers, save their



favorite deals to a list, and map out the nearest stores. A must-have tool for the shopping junkie, BlackFridaySteals quickly rose to the top of the lifestyle section in the App Store, and was the top-selling and highest-rated application for Black Friday.

Reviews:

“Out of all the Black Friday apps, this is the best one to work with.” – AppVee Video Review (November 26, 2008)

<http://www.youtube.com/watch?v=p6LE8saCZp4>

“If I wanted, I could use BlackFriday Steals to email my friends about the deals I found, but there’s no point in my doing that. I want to be able to brag about how much smarter I am than they are.” – App Craver (November 27, 2008)

<http://www.appcraver.com/blackfriday-steals-life/>

(Removed from App Store due to seasonal nature. Will be resubmitting November 2009.)

Background

Mobile Simplicity was founded by Tony Lombardo and Rick Krakowski, two high school friends, in June of 2008. The two believed that mobile platforms, particularly the iPhone, would be an area of rapid growth. CraigsMobileList, their first product, saw immediate success and made the company profitable less than three months after the company was formed.

Although initially focused on proprietary application development, the firm has expanded its focus to promote their services from incubation through distribution and marketing. Both founders are passionate about the mobile space, and plan to grow development operations in Blackberry, Palm, and Android systems.

To interview a Mobile Simplicity spokesperson, please contact:

Rick Krakowski

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Mobile Simplicity Management Team

Mobile Simplicity's executive team is well balanced, experienced and includes the expertise in operations, strategy, technology and marketing necessary to fulfill the mission of providing intuitive applications to emerging mobile platforms.

The Management Team includes:

Tony Lombardo, CEO and Co-Founder

Tony Lombardo oversees operations and finance and brings to the organization the benefits of an experienced business owner. While attending Oakland University, Tony began his own business and has run his own Network Administration and Security firm for over five years. He worked with clients both large and small designing, implementing, and supporting enterprise-wide networks. He then grew the business substantially by integrating security services into the enterprise networks to allow for efficient and effective monitoring from anywhere.

Real world experience is where Tony excels. As a proven entrepreneur he has learned B-to-B sales, project management, and user support to name a few. He also brings to the table a network of successful relationships with accountants, lawyers, web developers and more.

Rick Krakowski, President and Co-Founder

Rick Krakowski oversees product development, sales, marketing and public relations. A graduate of the Ross School of Business at the University of Michigan and a Columbia University MBA student, Rick started his career in the Healthcare IT industry where he worked as a consultant for Cerner, the industry leader, on the largest hospitals in the country.

After moving to New York, Rick started to work for American Express in the Online Acquisition space. There, Rick managed acquisition marketing in Search, Media, Partner Channels and Email as well as managed the sales optimization of the website. Rick then moved on to Acquisition Strategy, where he worked with many marketing channels including Direct Mail, Telemarketing, Face to Face Sales, Tradeshows and Internet to refocus the organization on a highly profitable market segmentation.

Rick brings to the table a wealth of formal business education, a technology background, and highly relevant marketing experience from one of the top marketing organizations in the world.





Mobile Simplicity Graphic Assets

Full Brand Logo

Low Quality



High Quality



Mobile Simplicity "M"

Low Quality



High Quality

