

## **iPhone App Store, Rock Your Phone, Reaches 500,000 Downloads in First 40 Days**

*Achieves 1/2% of Apple App Store's first 40 days, without print and TV ads. Provides features today which Apple targets in upcoming weeks.*

COLORADO SPRINGS, Colorado (PRNEWSWIRE), May 12, 2009 -- Rock Your Phone announced today users of its service downloaded over 500,000 applications in the first 40 days of operations. The new service allows customers to trial and purchase applications that extend and enhance the current iPhone capabilities beyond what is available via the Apple iPhone App Store.

"Apple, with extensive advertising, did about 80 million downloads in the same time period after opening their App Store. 1/2 of a percent of Apple's App Store business may sound small, but we're very excited about our strong launch." said Thomas Cross, CEO.

Rock Your Phone created the first full-service alternative iPhone App Store to distribute pioneering applications. "We allow developers to use their full creativity to develop applications, rather than tip-toe through a restrictive and vague approval process. IntelliScreen, which is not allowed in the Apple App Store, enables users to glance at their iPhone and view a summary of current emails, text messages, calendar, news, sports, and weather on the lock screen. While the iPhone is a great entertainment device, when it's time for business, users prefer the productivity and efficiency that IntelliScreen provides." said Mario Ciabarra, Chief Technology Officer and company founder.

With free 10-day trials on every application, Rock Your Phone stands behind its service with a love-it or leave-it attitude. Rock Your Phone's current catalog of only 9 applications has pursued quality applications, rather than quantity. Ciabarra said, "We're focused on delivering innovative applications that solve business problems. With a 'try before you buy' policy, applications that don't deliver simply don't make sense for our platform."

The Rock Your Phone catalog already contains features that Apple intends to provide in the next major release of the iPhone, including cut and paste and landscape text messaging.

With a recent launch of a developer's portal providing real-time customer information and graphs, Rock Your Phone is fostering an independent developer community with an easy-to-use delivery platform.

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To learn more, visit <http://www.rockyourphone.com>

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