

Apple's Controlling Practices Opens Door for Independent Marketplace

With sales topping \$2 million annually, alternative app store, Rock Your Phone, is a strong contender in fast paced app market. Delivers 2 key features today which AT&T/Apple promises in months.

COLORADO SPRINGS, Colorado (PRNEWswire), November 24, 2009 -- Apple's App Store is known for its tsar like attitude towards iPhone developers and app rejections. Users and developers alike have been frustrated with this gatekeeper approach and its unclear policies, as well as the inability to deliver productive apps already available on other smart phones.

One independent App Store, Rock Your Phone, has responded to users' needs. "I wanted to view my email, text messages, and calendar at a glance. Apple doesn't sell an app like this and my blackberry had it out of box. It's essential for my work - \$10 is a no-brainer for the productivity it provides," says Brendan Brennan, user of a Rock Your Phone exclusive app, IntelliScreen. And iPhone users aren't just talking-- they're backing their enthusiasm with their checkbook. "We're on target for \$2+ million in revenue over the next 12 months." says Mario Ciabarra, Chief Technical Officer and company founder.

Apple/AT&T have yet to announce dates for promises made on tethering and VoIP over 3G, while Rock Your Phone's MyWi and My3G app's deliver these features to users today. One user writes, "With a whole bunch of new technology coming out today, and the competition around the "smart phones", this is the kind of stuff that makes the iPhone stick out."

Developers haven't missed out on Rock Your Phone's success. "We're receiving about 10-20 developer applications a day -- some defecting from Apple's restrictive control," says Tom Cross, CEO. One developer, named ZodTTD, launched his app on Rock Your Phone and is on track for \$30K in the first month. ZodTTD says, "I get fast updates with instant feedback via a review system, quickly updated statistics of sales and downloads, and none of Apple's bureaucracy. While this sort of application can get 50,000 downloads on Android Marketplace over the course of months, I reach those numbers in a matter of days." He has chosen not to publish his app in Apple's Store.

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

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