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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Rock Your Phone Launches User Friendly iPhone Application Store

COLORADO SPRINGS, COLORADO, March 12, 2009 -- Rock Your Phone Corporation (<http://www.rockyourphone.com>) today announces the worldwide launch of the first full service independent iPhone Application store focused on providing a distribution platform for developers of software applications for the iPhone. Rock Your Phone is focused on delivering feature-rich iPhone applications which extend and enhance the current iPhone capabilities.

Applications offered by Rock Your Phone are showcased on the company's web site where customers can establish a user account and receive, free of charge, software programs which allows them to access the store directly from their personal computer and their phone. Once the free account and software has been setup and installed, the user can initiate free 10-day trials of any application. This unique approach in the iPhone industry enables customers to verify the product's capabilities, without relying on an un-validated review process.

"I strongly believe customers of downloadable software programs should be given the chance to try any application before making a purchase decision. This is a key premise of Rock Your Phone." said Mario Ciabarra, Chief Technology Officer and company founder.

"As the only full service independent iPhone Application Store, Rock Your Phone will offer quality software applications that improve the iPhone user experience. We view this as an informal partnering with Apple to continue to improve the customer satisfaction with the iPhone." offered Tom Cross, Rock Your Phone CEO.

Current applications on Rock Your Phone focus on user productivity. "By partnering with developers, we're delivering innovative and exciting applications such as MyProfiles. This application allows you to change how your iPhone responds based upon where you are, connected devices, time of day, and battery level. Applications with these features are simply not available elsewhere." said Mario Ciabarra.

The Rock Your Phone platform extends the user experience from the web, to the desktop, and onto the mobile device. From all three channels, users are able to browse, select to trial, and purchase an application. It is the first mobile market provider to fully integrate a rich desktop client with web and mobile devices.

"Until now, the process of installing an application not sold by Apple has been cumbersome and technically challenging. Rock Your Phone has developed an intuitive process that virtually anyone will find easy to use." indicated CEO Tom Cross.

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About Rock Your Phone

Rock Your Phone, Inc. was founded in 2008 and is focused on delivering 3rd-party mobile software to smart phones. Based on content, capabilities, and audience, Rock Your Phone has initially targeted the iPhone platform. Rock Your Phone is the first and only full service independent iPhone Application Store, dedicated to extending the capabilities of the iPhone platform beyond consumer's current possibilities.

To learn more about Rock Your Phone visit <http://www.rockyourphone.com>

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