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## **PocketGear Launches AndroidGear.com, the new Application Store for Google Android Smartphones** *25% discount on apps through November 30, 2008*

**Durham, NC & Munich, Germany – November 24, 2008** – PocketGear, well known for application stores like PocketGear.com, PalmGear.com, SymbianGear.com, RIMGear.com and Mobile2Day.com, today announced the launch of AndroidGear.com. The new app store offers a wide range of freeware and commercial applications for Android™-powered smartphones based on Google's open source operating system, Android.

"With the tremendous success of the first Android-based phone, T-Mobile's G1, Google managed an overwhelming first appearance in the smartphone-market," said Ralf Ockenfelds, Vice President International of PocketGear. "Additional Android devices have been announced for launch in Q1 2009, and we believe this platform provides a significant opportunity for developers to distribute innovative applications to smartphone users."

PocketGear is celebrating the launch with a 25%-Off site-wide-sale at all of its app stores, including PocketGear.com, PalmGear.com, SymbianGear.com, RIMGear.com, Mobile2Day.com, and of course AndroidGear.com. By entering the voucher code "SALE25" users save 25% on all apps purchased until November 30, 2008. The sale code is also valid on all of PocketGear Germany's sites.

In addition to the launch of AndroidGear.com, PocketGear also announced today the launch of the first German-language Android app store, AndroidGear.de, and the UK-version AndroidGear.co.uk.

Developers are invited to upload their freeware and commercial applications to PocketGear for distribution through AndroidGear – please visit <http://www.androidgear.com/developers> for more information.

### **About PocketGear, Inc.**

PocketGear provides a platform connecting millions of people around the world with smartphone applications from a network of more than 30,000 developers. PocketGear powers smartphone application distribution for direct channels including PocketGear.com, SymbianGear.com, PalmGear.com, AndroidGear.com, RIMGear.com, Smartphone.net, and Mobile2Day.com and for more than 15 partners including Palm, Sony Ericsson, T-Online, and AOL. Since its inception, PocketGear has powered more than 100 million downloads to smartphones and mobile devices from a catalog of more than 70,000 applications. Acquired from Motricity in 2008 by Motricity co-founder Jud Bowman, PocketGear is backed by leading venture capital firms Noro-Moseley Partners and Wakefield Group. PocketGear is headquartered in Durham, NC with offices in Munich, Germany. For more information, please visit <http://corp.pocketgear.com>.