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PocketGear Names Tim Horan as Vice President of Business Development

Brings Expertise from Mobile and Internet Pioneers Motricity and Excite

Durham, NC – July 8, 2009 – PocketGear, Inc., a leading provider of smartphone content distribution and mobile application storefront solutions, today announced the appointment of Tim Horan as Vice President of Business Development.

Tim brings more than fifteen years of experience leading business development and go to market strategies for a number of fast growth mobile platform, search, and online media businesses. Tim has worked in all facets of the mobile and online media landscape and has a successful track record working with mobile operators, handset manufacturers, OEM's, media companies and content providers to help them innovate and bring new revenue generating products and services to market in a rapidly evolving industry.

At Motricity, a pioneer in providing mobile data solutions to mobile operators, Tim was part of the initial management team where he led global business development, sales and customer operations and helped close the initial contracts with mobile operators. Joining in 2001 as one of the first 30 employees, Tim was responsible for establishing Motricity's distribution, technology and content licensing agreements that supported many of the leading mobile operators, handset manufacturers, and content providers, developing a footprint of over 150 million subscribers globally, supporting over 10,000 application developers and content providers, and closing contracts that generated over \$2.5 billion in mobile content revenues.

Prior to Motricity, as an early employee at Excite, one of the first search engines and online portals, Tim was responsible for expanding distribution and growing revenues for various search, advertising, and e-commerce businesses for Excite Mobile, Excite.com, and the broader Excite@Home Network of properties. Tim joined Excite Inc. in 1996, and during his tenure in sales and business development, he was responsible for closing advertising and commerce contracts totaling over \$50 million in revenue. More recently Tim was the President and founder of a search start-up that provides local, social search and lead generation solutions to media companies and local businesses.

"I am really excited by the rapid consumer adoption of smartphones and other mobile Internet devices, the innovative and unique applications that are being developed to take advantage of their advanced capabilities, and the incredible global growth prospects for PocketGear," said Tim Horan. "I look forward to working with mobile operators, handset manufacturers, OEM's, and media companies to help them leverage the real-time, always-on capabilities of these advanced devices to extend and deepen their customer relationships."

"I am thrilled to have the chance to work with Tim again at PocketGear and leverage his experience at Motricity and Excite to help accelerate PocketGear's success," said Jud Bowman, CEO and founder of PocketGear.

About PocketGear, Inc.

PocketGear is a leading provider of smartphone content distribution and mobile application storefront solutions for mobile Internet devices across platforms. PocketGear provides a carrier-grade platform connecting millions of people around the world with applications and digital content from a network of more than 30,000 developers. PocketGear powers smartphone application distribution for direct channels including PocketGear.com, SymbianGear.com, PalmGear.com, Smartphone.net, and Mobile2Day.de and for more than 15 partners including Palm, 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>.

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