

Proximity Marketing brings Magmito mobile application solution to more than 400 media & magazine publishing industry clients

Preferred Partnership with DIDMO extends Proximity Marketing's services with mobile

Cleveland, OH and STOCKHOLM, Sweden – January 20, 2011 – Proximity Marketing, a full-service e-marketing provider serving the media and publishing industry, and DIDMO, creators of the award-winning Magmito mobile application creation solution, have signed a Preferred Partnership that secures Magmito as the preferred platform for the creation of mobile marketing campaigns for Proximity Marketing's client base.

“We have become a leading provider of interactive marketing services because we treat our clients as partners so it's imperative we offer them a mobile marketing solution we believe in,” said Mark Priebe, President, Proximity Marketing. “Publishers need to integrate mobile with print and e-publishing and Magmito makes the connection beautifully, while extending reach to all phones. Features such as QR code generation, Facebook publishing and RSS capabilities, to name a few, make Magmito perfectly suited to leverage media content and distribute to a targeted audience of magazine subscribers, key stakeholders and customers.”

Under the terms of the Preferred Partnership agreement, Proximity Marketing will be the Preferred Reseller of Magmito products within North America's media and publishing industry. Leading brands such as Advanstar Communications, McGraw-Hill, Penton Media and others will now have access to customized cross-platform mobile application creation compatible with nearly every carrier and handset.

“Magmito empowers Proximity Marketing to expand its integrated marketing services portfolio with ease, efficiency and low-cost--providing a critical link between email, fax and Web campaigns,” said Angelo Biasi, VP Business Development, DIDMO. “For magazine publishers weary about the high costs and limited shelf-life typically associated with mobile app development, Magmito-generated apps can be created on-the-fly, frequently and for all phones, for a fraction of the cost.”

According to Mr. Priebe, Proximity Marketing will offer Magmito unlimited app creation license solutions while also creating mobile marketing ‘one-off’ campaigns that may include mobile newsletter distribution, product promotions and/or leverage print ads featuring QR Codes. Magmito delivers basic to advanced level content and can be distributed via SMS, website API, email-to-mobile, cross-platform app stores, GetJar app store, Facebook and QR Codes, ensuring complete brand extension and awareness on behalf of its clients.

“We live in an age where content is broadcast via an increasing number of mediums, accessible anywhere” said Mr. Priebe. “It's our goal to ensure our clients take full advantage of the spectrum of e-marketing tools and solutions.”

Magmito is the mobile industry's first user-generated mobile content creation tool that allows anyone to easily create, publish and share cross-platform compatible content. With Magmito, customized presentations can easily be created and viewed as an application or within a mobile browser distributed to virtually any mobile phone. The revolutionary service allows users to

embed video clips, telephone call linking as well as mobile couponing and the ability to implement questions and polls, allowing consumer brands to solicit feedback from customers. Full tracking and reporting is also included and updating is executed in real-time avoiding approval times as in the case of iPhone and some other app creation solutions. Magmito empowers anyone from individuals to agency and enterprise with free, ad-supported content creation, advanced tools or custom campaigns and integrations.

About Proximity Marketing

Proximity Marketing, a pioneer in e-marketing solutions since 1994, strategically partners with marketers to drive greater awareness, response and revenue through the management of their enterprise email, fax and web-enabled programs. Proximity Marketing endeavors to bring marketing professionals new and superior ways to interact with their customers, capture valuable information and analyze campaigns for continued success. Its full-service project team provides marketers with the perfect blend of one-on-one strategic planning, campaign management and e-marketing technology. www.proximitymarketing.com

About DIDMO

Creators of the world's first cross-platform mobile content creation solution, Magmito, DIDMO has empowered everyday people and companies around the world to easily create, deliver and track rich and engaging mobile applications. Magmito's award-winning toolset has been used by companies including Turner Broadcasting, Sennheiser, Sony Ericsson and Disney to launch mobile campaigns including product promotions, special events, customer surveys and more, delivered directly to virtually any phone on the market. DIDMO's "develop once, publish everywhere" philosophy leaves no phone unturned, from iPhone to Android, Blackberry to Java devices. Recipient of the 2010 Mobility Award, "Best in Mobile Marketing" for Magmito, DIDMO also won Sweden's Gold Mobile Award for, "This Year's Mobile Business Solution". www.didmo.com. www.magmito.com

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