

The Loop and freshcode Launch New Partnership

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Renowned technology website, The Loop, along with popular Bodega application developer, freshcode, today announced the launch of a new partnership that brings Mac-centric news, information, and software discovery to Mac users in new and exciting ways. Visitors to The Loop website will notice beautifully designed Bodega 'windows' on the homepage and various story pages throughout the site. These windows provide a list of the newest and hottest apps available for the Mac.

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The first iteration of this partnership is effective immediately. Visitors to The Loop website will notice beautifully designed Bodega 'windows' on the homepage and various story pages throughout the site. These windows provide a list of the newest and hottest apps available for the Mac, and which are available for immediate download via the Bodega desktop application.

Launched in August 2009, freshcode's Bodega is a Macintosh application that provides convenient, intuitive 'corner store' access to the latest and hottest apps for the Macintosh. Bodega dramatically assists users with the process of Macintosh app discovery, version update maintenance, application downloading and purchasing, and so much more, all from a gorgeous, intuitive interface right on the user's desktop. For complete Bodega information and to download a free copy, visit the Bodega website.

Also launched in 2009-May 2009 to be exact-and founded by Apple and technology industry personality, Jim Dalrymple, The Loop provides comprehensive and insightful news, editorial, and commentary on iPhone, iPod, Macintosh, associated third-party software and accessories, Apple itself, and industry trends in which it is involved.

In addition, freshcode today announced the release and immediate availability of Bodega 0.9.5. This newest version of Bodega features a beautiful integrated Loop newsfeed window built into the Bodega application. The new version also features a variety of performance, speed, and interface enhancements. Users can download the latest version free of charge at the Bodega website.

"We're thrilled to be working together on this exciting and innovative project," said The Loop and freshcode CEOs, Jim Dalrymple and Christian Dandeneau respectively. "Together we're building entirely new and exciting ways for Mac users to integrate Mac news and software discovery needs into their daily computing experience, and in a more convenient, natural and intuitive manner."

About freshcode

Hailing from Winnipeg, Manitoba, freshcode's philosophy is to create innovative, seamless pathways for Mac users to discover the latest and greatest software applications for their Macs. This philosophy comes to fruition in the form of Bodega, a Macintosh desktop application that gives both users and application developers a much more direct and interactive path to one another through the user's daily computing experience. For more information about Bodega, visit the Bodega website.

The Loop:
<http://www.loopinsight.com>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Bodega by freshcode:
<http://www.appbodega.com>

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