

Apparent Software acquires Socialite social network client from Realmac

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Apparent Software and Realmac Software announced today that Apparent Software has acquired

Socialite, a popular social network client application for the Mac from Realmac Software. Socialite brings all social networks at one convenient place by allowing its users to keep up to date with multiple social networks such as Facebook, Twitter, Flickr and Digg as well as featuring Google Reader syncing for reading RSS feeds.

Ashdod, Israel - Apparent Software and Realmac Software announced today that Apparent Software has acquired Socialite, a popular social network client application for the Mac from Realmac Software.

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This acquisition promises an exciting future for the application, which already has many enthusiastic users. As part of the acquisition an important update, version 1.3, is released, including several bug fixes and removal of ads.

Jacob Gorban, the founder of Apparent Software, believes Socialite has a great future ahead. "We are very excited with this acquisition - Socialite is an application with great potential, and we strongly believe that any Mac user who uses more than one social network could use Socialite to save time and have a seamless user experience across all social networks."

System Requirements:

Socialite requires Mac OS X 10.5 Leopard or Mac OS X Snow Leopard and 15MB disk space

Pricing and Availability:

Socialite is available for introductory price of only \$9.95 (USD). A full-featured time-limited trial is available for download. Apparent Software will continue to offer existing Socialite customers free upgrades and support for all 1.x releases of the product. In addition to purchase from Apparent Software site, Socialite will also be soon available on Mac App Store.

Apparent Software:

<http://www.apparentsoft.com>

Socialite:

<http://www.apparentsoft.com/socialite/>

Download Socialite:

<http://www.apparentsoft.com/socialite/download>

Purchase Socialite:

<http://www.apparentsoft.com/socialite/buy>

Screenshots:

<http://www.apparentsoft.com/socialite/screenshots>

Press Kit (zip):

<http://dl.apparentsoft.com/Socialite-Press-Kit.zip>

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

Located in Ashdod, Israel, Apparent Software is a privately funded company founded in 2006 by Jacob Gorban. With a focus on the Mac platform, our mission is creating useful, friendly and unique software, complemented by first-class support for our customers. Apparent Software is the developer of ImageFramer, Cashculator and Blast applications, as well as the organizer of widely successful MacGraPhoto software bundle. Copyright 2011 Apparent Software. All Rights Reserved. Apple, the Apple logo and OS X are registered trademarks of Apple Computer in the U.S. and/or other countries.

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