

## **WHERE Available From Apple App Store at Launch**

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Award-Winning Application Enables Users to Easily Discover Nearby People, Places and Things. uLocate Communications, Inc. today announced its award-winning, location-based application, WHERE, will be available from Apple's new App Store. iPhone and iPod Touch users can leverage WHERE's library of location-enabled widgets to easily discover nearby places and things of interest.

Boston, MA - uLocate Communications, Inc. today announced its award-winning, location-based application, WHERE(TM), will be available from Apple's new App Store. iPhone and iPod Touch users can leverage WHERE's library of location-enabled widgets to easily discover nearby places and things of interest. These users will also be able to share their location and status with friends via Buddy Beacon, North America's leading friend finding network. Each of WHERE's widgets delivers content based on the user's current location and provides the ability to show this content on a map, get directions and easily share the location with friends.

"We're thrilled to launch WHERE on Apple's App Store and we look forward to expanding the ways in which iPhone and iPod Touch users connect with the world around them," said Walt Doyle, CEO of uLocate Communications. "In today's competitive marketplace, we're extremely proud of the recognition and popularity that WHERE has earned."

WHERE gives users access to the world's most comprehensive set of location-based widgets. WHERE widgets available on the iPhone and iPod Touch include:

- \* Local Search - the easiest way for users to find what they need,
- \* My Places - allows users to 'tag' places they like so they can find their way back again,
- \* Yelp - makes it easy to find out what other people are saying about nearby restaurants and businesses,
- \* Eventful - lets users find nearby happenings, including concerts, sporting events and more,
- \* BuddyBeacon - lets users share their location with friends and see which of their friends are close to their own current location.

WHERE for iPhone and iPod Touch also offers additional widgets, including GasBuddy, which helps users find the least expensive gas near their current location, making it a little less painful to fill the tank.

### Pricing and Availability:

WHERE is free of charge and available in the U.S., U.K., and Canada from Apple's App Store on iPhone and iPod touch.

### WHERE Website:

<http://www.where.com/iphone>

### Direct Download Link:

<http://www.itunes.com/appstore/>

WHERE, a service of uLocate Communications, connects consumers with people, places and things through the power of location. Whether finding friends in a crowded city, locating the lowest gas prices, satisfying a craving for a latte or scoring tickets to a local

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show, it's all about navigating your world. WHERE lets consumers personalize their mobile experience while exploring and sharing interests with friends. Whatever your pursuits, WHERE delivers the best in local information from Eventful, Yelp, GasBuddy, Zipcar, Starbucks, Buddy Beacon(R) and more. For more information, please visit their website.

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