

Matchbook users get their way with latest app update

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Matchbook 1.7 is an app for saving those must-remember restaurants. Instead of letting that great new place slip away, many people keep a list of restaurants & bars in the notepad of their phone. Matchbook transforms that work into something useful by organizing it by neighborhood and on a map. Dedicated to the most requested features from their outspoken fan base, version 1.7 introduces the ability to further categorize their Matchbook list into places they want to go and places they have been.

New York, New York - Matchbook is an app for saving those must-remember restaurants. Instead of letting that great new place slip away, many people keep a list of restaurants and bars in the notepad of their phone. Matchbook transforms that work into something useful by organizing it by neighborhood and on a map.

The app's latest update is solely dedicated to the most requested features from their outspoken fan base, particularly the ability to further categorize their Matchbook list. The growing user base has been vocal about requesting the ability to separate their list into places they want to go and places they have been.

Matchbook founder Jason Schwartz said of the update, "It's been amazing to see just how passionate our users are. This isn't just another app to them. Matchbook has become an important part of their life, and they are enthusiastic about helping us make it even better."

A design refresh and the ability to filter by cuisine rounded out the release. Let's say you are looking for an Italian restaurant in Soho that's good for a first date - Matchbook can tell you the best spots from your list, as well as the top places from everyone else.

Matchbook launched just over a year ago. Since February, the app has been serving deals for places users already have saved in Matchbook. If Livingsocial, Groupon, or GiltCity run a deal for a place they've saved, Matchbook lets them know. The click-through rates have been an order of magnitude higher than the daily deals industry average. Last month Matchbook ran their first curated list of recommended "Places to Live Young in New York City," in partnership with Evian Water.

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 4.3 or later
- * 5.1 MB

Pricing and Availability:

Matchbook 1.7 is Free and available worldwide exclusively through the App Store in the Lifestyle category.

Matchbook 1.7:

<http://matchbook.it>

Download from iTunes:

<http://itunes.apple.com/app/matchbook-it/id427740544>

Screenshot 1:

<https://img.skitch.com/20120710-trkuiggptsystemdn8ys8accf1.png>

Screenshot 2:

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

<https://img.skitch.com/20120710-dta8ttex2ak5ge1hs2b8fsbc3g.png>

App Icon:

<https://img.skitch.com/20120710-rm8ie68eani1y5csuw3hbdbxy.png>

Matchbook was founded in 2010 by Jason Schwartz and launched globally in April 2011. If you have a list of places in the notepad app of your phone, then Matchbook was made for you. Matchbook is an iPhone app to save that must-remember restaurant, bar or shop. There was a time when people would take a beautifully designed matchbook from a bar or restaurant to remember it. Today our must-remember places find their way to the notepad app of our phones. Matchbook makes that list useful. Whether you hear about a new place from a friend, blog, or by walking by it, Matchbook will help you remember it later. Copyright (C) 2012 Matchbook Inc. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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