

MEDL Mobile Sneaks a Treat onto the App Store With Greedy Jump

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MEDL Mobile, Inc., a pioneer in the creation, development, marketing and monetization of mobile apps, today announces the launch of a special Halloween Edition of their newly acquired app, Greedy Jump 1.0. Greedy Jump is a bright and bouncy jumping game that's quick to pick up, simple to play and impossible to put down. Players race Greedy Egg upward by jumping from nest to nest, collecting wealth, power-ups and combo boosts along the way.

Fountain Valley, California - MEDL Mobile, Inc. (OTCBB:MEDL.OB) - a pioneer in the creation, development, marketing and monetization of mobile apps - announced today the launch of a special Halloween Edition of their newly acquired app, Greedy Jump 1.0.

The game uses a simple one-finger mechanic that's incredibly easy to understand, but becomes increasingly complex over time - allowing the player to guide a "greedy egg" up higher and higher through nests lined with ever more valuable treasures.

"When we first acquired Greedy Jump, we planned to make a few minor tweaks and re-release it under the MEDL banner," said Andrew Maltin, MEDL Cofounder and CEO. "But our team fell in love with the game, and they ended up creating a whole new level. Bats. Castles. Gargoyles. Then the original developers stepped up with some really cool new functionality to go with it. From there, it was a race against the App Store to get the game live in time for Halloween."

The game debuts today on the App Store - and will be free for the first 666,000 downloads.

Forward-Looking Statements:

Certain statements contained herein constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about MEDL Mobile's industry, management's beliefs and certain assumptions made by management. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Because such statements involve risks and uncertainties, the actual results and performance of the Company may differ materially from the results expressed or implied by such forward-looking statements. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Potential risks and uncertainties include but are not limited to the ability to integrate Inedible Software apps and platform into MEDL's product offering, the ability to procure, properly price, retain and successfully complete projects, and changes in products and competition. Unless otherwise required by law, the Company also disclaims any obligation to update its view of any such risks or uncertainties or to announce publicly the result of any revisions to the forward-looking statements made here. Readers should review carefully reports or documents the Company files periodically with the Securities and Exchange Commission.

Device Requirements:

- * iPhone, iPad, or iPod touch
- * Requires iOS 4.3 or later
- * Universal app optimized for display on all iOS devices
- * 62.9 MB

Pricing and Availability:

Greedy Jump 1.0 is free for a limited time and available worldwide exclusively through the

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

App Store in the Games category.

MEDL Mobile:
<http://www.medlmobile.com>

Greedy Jump 1.0:
<http://www.greedyjump.com>

Download from iTunes:
<https://itunes.apple.com/app/greedy-jump-halloween-edition/id571813014>

Screenshot 1:
<http://a220.phobos.apple.com/us/r1000/118/Purple/v4/02/48/50/0248506c-f54a-06ab-2826-470cca4f7521/mzl.zhnqsigr.320x480-75.jpg>

Screenshot 2:
<http://a346.phobos.apple.com/us/r1000/099/Purple/v4/b1/64/fe/b164fed5-b736-39af-ebb2-abb5aae501dc/mzl.nsawyosl.320x480-75.jpg>

App Icon:
<http://a2.mzstatic.com/us/r1000/075/Purple/v4/2e/0e/29/2e0e299d-0428-5ff3-c0ea-934c61119126/mzm.nxwzexpa.175x175-75.jpg>

MEDL Mobile, Inc. develops, acquires and publishes a growing library of mobile applications which perform specific functions for the user on the Apple and Android platforms. User analytics are collected by the Company's growing Mobile Brain which processes user data in order to create better distribution and monetization of mobile applications. The Company's Software Development Kit (SDK) consists of a growing suite of tools which have been designed to help developers to better market and monetize their mobile applications. Additionally, the Company licenses its technology and performs custom development for key clients such as Monster.com, New York Times Company, Teleflora, Telefonica and Medtronic, allowing the company to grow the overall library of technology greatly extending the potential reach of the Mobile Brain. The Company is establishing a business model in which it expects to generate multiple revenue streams, including development fees, download and in-app purchases, advertising, sponsorship and licensing of technology. Copyright (C) 2012 MEDL Mobile, 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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