

iPhoneAppQuotes Forges Strategic Partnership with Appular

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Appular and iPhoneAppQuotes have announced their strategic partnership to bring their host of iPhone app resources together for the betterment of the exploding iPhone Application development community. Businesses and brands are clamoring to create brilliant apps for the App store market. Together, the complementary services of Appular and iPhoneAppQuotes create even more powerful and efficient resources for the iPhone app development community.

New York City - Appular and iPhoneAppQuotes have announced their strategic partnership to bring their host of iPhone app resources together for the betterment of the exploding iPhone Application development community. Businesses and brands are clamoring to create brilliant apps for the App store market that was recently valued at approximately \$2.5 Billion in revenue per year by Mobile advertising firm AdMob.

"At iPhoneAppQuotes, we speak with hundreds of businesses and entrepreneurs a month and do our best to educate them on how to market their apps" said Gregg Weiss, Founder of iPhoneAppQuotes. "By partnering with Appular, we now have an answer to the question, 'how do I market my app once it is available in the App Store?'"

Brian Akaka, CEO of Appular, who has been creating iPhone app marketing campaigns for apps since the inception of the app store in 2007, points to the fact that "with over 85,000 apps in the store right now, even great apps need a marketing plan and PR strategy set in place well in advance of your app ever hitting the App Store." The more buzz the better has become the consensus across the app development community. "At Appular we see clients with great ideas for apps every day and iPhoneAppQuotes is the perfect resource for them to get aggregated quotes from skilled and competitively priced developers."

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About Appular

Appular prides itself on providing very personalized and highly effective marketing and PR solutions that ensure amazing apps get amazing visibility. Appular believes in focusing on creating iPhone application marketing plans that are specifically catered to each app they take on, with the understanding that there is no universally applicable formula to App visibility.

iPhoneAppQuotes:
<http://www.iphoneappquotes.com/>

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iPhoneAppQuotes was created to provide businesses and entrepreneurs an easy way to connect with iPhone app developers and receive free price quotes for building custom iPhone and iPod Touch Applications. For iPhone development companies, iPhoneAppQuotes offers an affordable and effective way to generate more business by joining the exclusive network. iPhoneAppQuotes is open to only companies that have apps in the iTunes App Store and every developer must pass a screening process to be a network member. Copyright (C) 2009 iPhoneAppQuotes. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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