

Savvy iPhone Users Gear Up for Black Friday

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Adamcode today releases Christmas Gifts List 1.0 for iPhone and iPod touch. The Gifts app allows consumers to input the wish lists for everyone on their holiday shopping list, and each person can be assigned a target budget amount as well. As gifts are purchased and prices stored in the application, the easy to use interface lets you see how much money is left in the budget for each individual. Turn on the locking feature and your lists are kept secure behind a unique PIN number.

Amherst, MA- While economists have (unofficially) declared the US to be slowly creeping out of a recession, many consumers are heading into the holiday shopping season more acutely aware of their personal budgets. In this age of technology however, you'll find a new tool in the pockets and purses of many shoppers this season - the popular iPhone or iPod Touch.

"Money management is extremely important to consumers right now" said Adam Williams, President of Adamcode and creator of the "Christmas Gifts List" application - a unique holiday shopping list application with a built in budgeting feature. "The iPhone, when used with the right applications is the ultimate personal organizer, and can help keep shoppers from spending more than they intended".

Come January, as the credit card statements come rolling in, there is probably not one among us who has not felt the pain of Christmas overspending. It starts so innocently, \$10 here, \$15 there but just like everything else, it adds up quickly. Still, there's no need to go the way of the Grinch. "I'll be out early on Black Friday" said Shannon Kiehn, a mother of two and state worker in Sacramento, California. "The tight economy means that sales are that much more important. I've got a set amount of money I need to stretch into gifts for quote a few people."

The Gifts app allows consumers to input the wish lists for everyone on their holiday shopping list, (so that you can remember that your cousin Frank wants Ninja Warrior IV not III) avoiding another painful trip to the mall but each person can be assigned a target budget amount as well. As gifts are purchased and prices stored in the application, the easy to use interface lets you see how much money is left in the budget for each individual. Worried that the wife and kids are going to see what you listed under their names? Turn on the locking feature and your lists are kept secure behind a unique PIN number.

The Gifts app can take some of the stress out of Black Friday and the holiday season, so that the consumer can concentrate on what's really important, figuring out how to avoid your great aunt Mildred's fruit cake for the fifth year in a row.

Device Requirements:

* iPhone or iPod Touch 3.0 or later

Pricing and Availability:

Christmas Gifts List is available for the iPhone or iPod touch for \$0.99 and is currently in the top 25 of the productivity section of the iTunes App Store.

Adamcode:

<http://www.adamcode.com>

Christmas Gifts List 1.0:

<http://www.xmasgiftsapp.com/>

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

Purchase and Download:
<http://bit.ly/2WAI81>

Screenshot:
<http://s667.photobucket.com/albums/vv36/Appency/Christmas%20Gifts%20List/>

Adamcode was founded in 2008 in Amherst, Massachusetts with the goal of creating beautiful, easy-to-use mobile applications. Spend, a personal budget manager for the iPhone and iPod Touch, was Adamcode's first app and one of the 500 applications available in the iTunes App Store on its opening day. After several months in the Top 100 Paid Apps list and a constant spot in the Top 20 Finance apps, Spend has achieved over 80,000 downloads to date. Adamcode's founder Adam Williams holds a Master's in Computer Science from the University of Massachusetts - Amherst, specializing in artificial intelligence and computer vision applications.

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