



Scanbuy's Universal Barcode Reader Available on RIM's BlackBerry App World

ScanLife® is First Mobile Barcode Reader Available on New Portal

New York – April 13, 2009 – Scanbuy, a global leader in mobile marketing solutions, announced today that its ScanLife barcode reader is now available to BlackBerry users through the newly launched “App World.” The free application is the first mobile barcode reader launched through this platform

With a camera phone and the ScanLife application, users can scan 2D barcodes to automatically display a specific Web site, launch a video, dial a phone number, and more. This eliminates the need to type lengthy Web addresses or search for content by keywords. The application is compatible with most camera enabled BlackBerry models including the 8100/8200 series (Pearl), 8300/8900 (Curve), and the new 9000 series (Bold).

“We are seeing thousands of ScanLife downloads a week, and many of those have been by BlackBerry users,” said Jonathan Bulkeley, Chief Executive Officer of Scanbuy. “App World offers another great way for our audience to get our application and to make mobile navigation easier and faster.”

The ScanLife Code Management Platform (www.scanlife.com) makes it easy to create 2D barcodes for business or personal applications. Marketers and media publishers can create codes and collect data analytics to measure their integrated campaigns. People can also create their own codes for free which link to their social networking sites or contact information. These codes can be placed on Web sites, business cards, and other printed or digital media.

ScanLife software is compatible with the world's most popular operating systems including iPhone, Java, Symbian and Windows Mobile. People can download ScanLife for free at www.getscanlife.com on the mobile browser.

About Scanbuy

Scanbuy is the leading global provider of mobile marketing solutions that use the camera phone as the link between the physical world and the digital world. The ScanLife client application and Code Management Platform have been successfully deployed and supported by leading mobile providers and handset manufacturers in the United States, Mexico, France, Spain, and Denmark. Media companies and marketers use the platform to create and manage measurable 2D barcode campaigns, extending brand engagement onto mobile devices.

Founded in 2000, Scanbuy has a strong and growing intellectual property base in 2D barcode technology. The company's investors include Longworth Venture Partners, Masthead Venture Partners and Hudson Ventures.

For more information on Scanbuy, please visit www.scanbuy.com or www.scanlife.com.

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