



Armadealo Announces Mobile Solution For Mall Owners

Boston, MA, October 1, 2010 – Armadealo, a mobile marketing technology company, announced a turnkey mobile application solution for mall owners.

“We’re pleased to announce a system for mall owners large and small that will assist shoppers in navigating a mall, and also deliver a notification of discounts and promotions at that mall,” commented Matthew Greer, Chief Executive Officer of Armadealo.

The system assists the shopper in navigating the mall with mall maps, store directories and phone numbers. It also allows mall owners to take advantage of location based advertising on behalf of their retail partners. The user’s global position cues what deals are available to the shopper, and allows the shopper to take immediate advantage of the discount or promotion.

The solution integrates with other existing social media marketing programs that malls run. Users of the app are invited to follow the mall on Facebook and Twitter, join a mailing list, and encourage users to share information about the mall and the stores within the mall on other social platforms.

The white label solution for malls includes an initial set-up fee, and a monthly subscription fee for each mall location, based upon the mall’s retail square footage.

Scott Driscoll, Director of Business Development said: “Many property owners recognize the need to move into the mobile marketing space. The Armadealo solution allows our customers to establish a mobile presence in a short amount of time, helps them to avoid the costly development cycle for building a mobile app, and requires no technical resources from the customer.”

About Armadealo

Armadealo is a pioneering mobile marketing technology company. It was founded to develop applications to engage the mobile consumer and influence the consumer’s buying behavior in the offline world. Founded in 2009, Armadealo continues to grow its product offering to give the consumer the best information about discounts and deals around them.

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