



Armadealo Wins Appy Award for Best Retail App

Boston, MA, March 9, 2011 – Armadealo, a mobile marketing technology company, was named the winner in the “Retail” Category at the 2011 Appy Awards reception on February 28 in San Francisco. The annual Appy Awards honor the best mobile, social and web Apps in a diverse range of categories.

“We couldn’t be happier about winning the Best Retail App for the Appys” said Matthew Greer, Chief Executive Officer of Armadealo. “It’s great to get industry recognition for all of our team’s hard work.”

“This award validates our future growth plans for Armadealo as a company.” Mr. Greer continued. “We look forward to continuing to grow our presence in the marketplace, and to expanding our team this year.”

About Armadealo

Armadealo, an award winning mobile marketing technology company, 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 offerings to give the mobile consumer the best information about discounts and deals around them.

CONTACT: Matt Greer 781-218-9531, press@armadealo.com