



805.782-9514
855-542-3007 toll free
frontpageapps.com

AUGUST 10, 2011
FOR IMMEDIATE RELEASE
CONTACT: DAVID DAWSON (805) 782-9514

NEW DEVELOPER FOR FINANCIAL SERVICE APPS ANNOUNCED Front Page Apps takes control of award-winning CU Mobile Marketing®.

[San Luis Obispo, CA] Front Page Apps, LLC announced it has taken control of development and marketing of an award-winning financial services app for smartphones. The app, called CU Mobile Marketing, was acquired from the original developer, Data Based Marketing. This transfer is an in-house transaction, as Data Based Marketing's founder David Dawson also leads Front Page Apps, LLC.

Free Application is First of Its Kind

Unlike mobile banking apps that support only transactions, CU Mobile Marketing is both a conduit to existing mobile or home banking functions and a full-featured marketing communication channel. Data Based Marketing developed the app specifically for the financial service industry.

"Mobile is a new communication channel for financial service providers" says Data Based Marketing founder David Dawson. "We see the need to add a robust, cost-effective marketing tool to the existing mobile banking functions."

"As marketers, we have to move at the same warp speed as the technological world we live in. This app provides the opportunity to provide consumers access to our message at their fingertips. The segment that demands this is growing exponentially" said Scott Coe, Senior Vice President, Marketing at CoastHills, the first user of CU Mobile Marketing.

Only Winner of Multiple National Awards

CU Mobile Marketing has won national attention by winning top conference awards in 2011 from the Credit Union National Association (CUNA) and the Marketing Association of Credit Unions (MAC). These are the first national credit union industry awards for any mobile app.

Developed by Longtime Financial Service Marketing Agency

The CoastHills Mobile Marketing app was the brainchild of Data Based Marketing, an agency with over 25 years of credit union industry experience. Data Based Marketing founder David Dawson said "Financial service marketing cannot afford to miss out on this new communication channel. This market expanded 73% in the least year alone. Our clients will capitalize on this opportunity."

CU Mobile Marketing is currently being used by CoastHills FCU, Lompoc, CBC FCU, Oxnard and Water and Power Community Credit Union, Los Angeles. CU Mobile Marketing is available for both Apple's iPhone and Google's Android operating systems. These two systems represent about two thirds of the U.S. market share, according to recent data from Nielsen.

Front Page Apps LLC was formed in 2010 to provide mobile marketing solutions. For more information, contact David Dawson at 805-782-9514, email ddawson@frontpageapps.com or go to frontpageapps.com.