



Enflick Announces *IgniteIM* Now Available for Free on the App Store™ for Apple®iPhone and iPod Touch

Connect with your friends anytime, anywhere at no cost using IgniteIM!

Waterloo, Ontario – December 13, 2010 – Enflick, Inc., an independent mobile application developer, announced today the launch of their latest innovative free-to-use instant messaging app, *IgniteIM*. Enflick's third major app released, *IgniteIM* allows users to connect with one another using any Apple® iPhone or iPod touch device across all major instant messaging networks including AOL / AIM, Facebook, Yahoo!, Google Talk, and more.

"The era of paying irrational, imaginary, and ridiculous amounts of money to chat or text with one another on mobile devices is dying, and we fully intend to help kill it off for good," said Jon Lerner, Co-Founder and Chief Technical Officer of Enflick, Inc. "*IgniteIM* integrates all of your instant messaging services at once, providing each user with a powerful interface and an easier way to connect with one another without the need to pay any additional costs or fees."

IgniteIM is free to install and allows users the choice to add and integrate all of their instant messaging providers. Push notifications provide a constant connection with friends anywhere at any time – even while the app is closed or phone is in sleep mode. With a variety of landscape modes and emoticons to choose from, personalization of individual *IgniteIM* is easy. All of these features and more provide users with an instant messaging platform that is easy to use and fun for everyone!

With the addition of *IgniteIM*, Enflick's young, twenty-something group of innovative entrepreneurs have committed themselves to delivering free, high-quality text messaging apps that fit with the social, fast-paced lifestyle of today's Smart Phone users. Their previous two apps, *PingChat!* (iPhone/Android/BlackBerry) and *TextNow* (iPhone/iPod touch) have over 8 million registered users to date and their user communities are growing exponentially month over month.

IgniteIM is available now and free to install from the App Store™ for Apple®iPhone and iPod Touch. For more information about *IgniteIM*, please visit www.igniteim.com. For more information about Enflick, Inc. please visit www.enflick.com.

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About Enflick, Inc.:

Founded in Waterloo, Ontario in 2009, Enflick, Inc. is an independent developer of innovative mobile applications for the iPhone, iPod touch, Android and BlackBerry. Entrepreneurs and recent college graduates Derek Ting, Jon Lerner and Gary Fung started with the goal of providing free, cross-platform text messaging so people can instantly reach their friends and contacts, anytime and anywhere. With a combined total of over 8 million downloads to date worldwide for their current products, *PingChat!* and

TextNow, the Enflick Team continues to evolve their tech to develop increasingly user-friendly mobile applications that provide instantaneous communication. For additional information on Enflick, Inc., please visit: www.enflick.com