

News Release



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Privus Mobile Brings Mobile Caller ID Application to CTIA Wireless, Impresses Judges at AT&T's 'Open Call – Apps For All!' Contest

Dallas – March 30, 2010 – Privus Mobile (<http://www.privusmobile.com>) and its mobile Caller ID application impressed judges at the recent CTIA Wireless convention in Las Vegas. The Dallas-based company entered its Caller ID application for smartphones into AT&T's fifth-annual "[Open Call – Apps For All!](#)" contest, designed to identify the country's most innovative wireless applications. With more than 350 applications participating in the contest, Privus Mobile was chosen as a semifinalist to present their application to a panel of judges at CTIA. As a result, Privus Mobile's application finished in the Top 20 at the Open Call contest and placed in the Top 5 in the Java & RIM category.

"We were excited to be selected as a semifinalist for AT&T's Open Call contest, but to finish in the Top 20 among hundreds of talented developers is truly amazing," said Privus Mobile President Greg Smith. "The judges loved the simplicity, accuracy and usefulness of Privus Mobile, as do the thousands of Privus Mobile users around the world."

As part of its demonstration, Privus Mobile showcased how the application works to identify all unknown calls to the smartphone. Also, Privus Mobile demonstrated how easy it was to lookup caller information with any phone number and save that information into the contacts list. It was the first time Privus Mobile entered the annual contest.

The "Open Call - Apps For All!" contest is an evolution of AT&T's Fast-Pitch contest held at CTIA for the past four years. It was open to any developer who wished to present new and exciting applications that may ultimately find their way into the handsets of AT&T's wireless customers. The contest was divided into four categories: Brew Mobile Platform (BMP), Android, Java & RIM, and an "Open" category reviewing applications and content of all platforms.

Privus Mobile works on more than 30 devices on AT&T's network as well as major operating systems such as Apple, RIM, Symbian S60, Android and Windows Mobile. Since its 2008 launch, Privus Mobile has been the preferred mobile Caller ID service provider for sales representatives, college students and anyone needing better management of both business and personal calls to their smartphones. Smartphone users can download the complete application with a 10-day free trial on their devices through Privus Mobile's mobile site at www.privusmobile.mobi, the BlackBerry App Store or any of the numerous mobile application dealers, including Handango, Handmark and Mobile2Day. Privus Mobile's iPhone application, iPrivus, can be found at Apple's App Store.

- For a demonstration of Privus Mobile's Caller ID and call name lookup, visit the Privus Mobile channel at <http://www.youtube.com/PrivusMobile> or Privus Mobile's video page at <http://privusmobile.com/privus-mobile-video.html>.
- Fans can find Privus Mobile on [Facebook](#) and [Twitter](#).

About Privus Mobile

I D YOU LLC, a wholly owned subsidiary of Accudata Technologies, has launched the industry-first Privus Mobile service, which provides real Caller ID service to wireless handsets, giving users greater control over who they talk to and when. Privus Mobile is available for Windows Mobile, Android, Symbian and BlackBerry devices through Handango, Handmark, Privus Mobile's Web site, Mobile2Day, the BerryStore and BlackBerry App World. Privus Mobile's iPhone application, iPrivus, is available at the App Store.

I D YOU LLC, which is focused on providing the most comprehensive Caller ID service available, is headquartered in Allen, Texas. For more information, visit www.privusmobile.com.

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