

May 18, 2010  
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### **Boise's Leading "Buy Local" Marketing Platform Extends Its Reach with Release of DealChirp iPhone App**

(BOISE) — Boise's growing "buy local" movement just got another boost thanks to DealChirp and local technology provider Indiplex Media's free iPhone app, which places the latest deals and specials from independent, locally owned businesses at one's fingertips.

"The new DealChirp iPhone app enables consumers to find the latest deals from local businesses based on their geographic location," noted David Murray, co-owner of Boise-based DealChirp. "A user could be standing on a street corner downtown on a Thursday night and use the iPhone to find all relevant deals (like drink or dinner specials) within a geographic radius that's set by the user. We're particularly pleased that we were able to partner with Indiplex Media to take advantage of their Connexus<sup>TM</sup> solution, which enables this type of geo-location."

The Deal Chirp iPhone application, which can be downloaded for free on the Apple iTunes App Store, features unique local offers that mobile users can view and filter in real time based on their interests, specific location, and shopping needs.

The iPhone app complements DealChirp's web site ([www.dealchirp.com](http://www.dealchirp.com)), Facebook page ([www.facebook.com/DealChirp](http://www.facebook.com/DealChirp)) and Twitter account ([www.twitter.com/dealchirpboise](http://www.twitter.com/dealchirpboise)). These various avenues give consumers the information they need, when and how they want it. For business owners, DealChirp offers an inexpensive way to broaden their reach using online, mobile, and social media technologies. Local businesses, which often don't have the time or expertise to take advantage of new technologies, can push out timely promotions to a targeted audience with ease.

DealChirp is partnered with Think Boise First, an organization dedicated to strengthening and connecting networks of locally owned, independent businesses. DealChirp will only accept business customers (advertisers) who meet the Think Boise First criteria of being locally owned and independently operated.

Indiplex Media, an innovator in cross-platform, location-based marketing solutions for mobility devices developed a customized version of Connexus<sup>TM</sup> for DealChirp.

Businesses interested in using DealChirp to market their products and services can visit [www.dealchirp.com](http://www.dealchirp.com) or call 208.629.4842.

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