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Lazard Middle Market to Sponsor MobCon 2013 and MobDemo *Sponsors Assist in Providing \$50,000 in Prizes to Mobile App Developers*

MINNEAPOLIS, MN. AUGUST 10, 2013— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced today that Lazard Middle Market, the world's leading independent financial advisory and asset management firm, will sponsor MobCon 2013 and MobDemo. A sponsor of MobCon 2012, Lazard Middle Market returns as a 5-Bar Sponsor for the 2013 conference.

In conjunction with MentorMate, Lazard Middle Market will be a primary sponsor of MobCon 2013, a two-day conference that includes 40 innovative sessions on leveraging the powerful capabilities of mobile technology, marketing and business strategy. Both companies will also be primary sponsors of MobDemo, a series of demonstrations by developers of up and coming mobile apps. Through these sponsorships, MobCon 2013 is able to award \$50,000 in mobile development opportunities to the top three mobile app developers.

MobCon 2013 and MobDemo will be held at the Hilton Minneapolis. Tickets can be purchased at <http://mobcon.eventbrite.com>.

About MobCon 2013: MobCon 2013 is the annual two-day premier mobile conference for executive, IT and mobile strategy business professionals to learn and share ideas on how organizations are using mobile to reach customers and get ahead of their competition. Learn more at <http://mobcon.com>.