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2012 MobDemo Winner, BreAnna Fisher, Takes App to Market *DoDrinks Mobile App is Available at Several Twin Cities Restaurants*

MINNEAPOLIS, MN. APRIL 25, 2012— MobCon 2012, the premier mobile conference, announced today that the winner of MobDemo, BreAnna Fisher, has completed her mobile app, DoDrinks, and is in the midst of a market rollout. Three Twin Cities restaurants—Seven Sushi in Minneapolis, Butcher and the Boar in Minneapolis, and Fabulous Fern’s Bar and Grill in St. Paul—are testing the concept. DoDrinks has also landed a deal to partner with Heineken USA’s central office for a pilot test launch.

DoDrinks is a mobile app that allows users to send and receive drinks digitally. Users of the app can connect to their preferred social network, choose a friend, select a bar or restaurant and virtually send them \$5, \$10 or \$25 worth of drinks.

MobDemo, a series of demonstrations by developers of up and coming mobile apps, is held each year at MobCon. MobCon 2013 is now accepting applications for MobDemo. Interested mobile app developers can apply for consideration by completing the application at <http://mobcon.com/mobdemo-application-form>. More than \$50,000 in prizes will be awarded to the top three mobile apps presented at MobCon 2013.

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>.