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MOBCON US SETS THE STANDARD FOR MOBILE CONFERENCE DIVERSITY IN THIRD YEAR

MINNEAPOLIS, MN. August 20, 2015 — This November MobCon US will set the standard for the tech and mobile conference industry nationwide welcoming more women to the center stage. Half of the MobCon keynotes will be women.

The first three keynotes announced for 2015 are:

- ➔ Susan Panico, VP of Sales Marketing, Pandora
- ➔ Heather Kennedy, Director of Customer Success, Fitbit
- ➔ Melissa Pint, Director of Target Technology Services, Target

"MobCon was founded to inspire the kind of boundary-pushing dialogue around mobile and digital strategy, innovation and engagement that moves the industry forward. Only by showcasing the true range of digital leadership can we learn," said Tom Clemens, MobCon Executive Director (http://www.mobcon.com).

Amy Vernon has also been selected to emcee the event. Vernon is known for co-founding Predictable.ly, a data solution that predicts content drivers of authentic web traffic. Last year, Vernon was selected by AGBeat as a top influencer and was the inaugural inductee into the NJ Social Media Hall of Fame.

MobCon U.S. — Offers a deep dive into the mobile and digital trends, consumer engagement strategies, marketing and integration technologies revolutionizing connection and boosting ROI in today's connected world. MobCon brings together over 500 mobile strategists, C-suite executives, Fortune 500 companies and entrepreneurs. Programming features 6 national keynotes, networking opportunities and 40+ educational sessions in four tracks. MobDemo gives selected entrants the stage to pitch their ideas before an audience of strategists and mobile innovators. Five contestants will vie for $50,000 in cash and development prizes. (http://www.mobcon.com)