

Media Alert — May 28, 2014

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MobCon 2014 Where Mobile Minds Connect

MobCon 2014, a fast growing mobile strategy event in Minneapolis on November 13-14 at the Hyatt Regency, expects upwards of 700 executive level attendees with decision making authority at this event. This conference was created to serve executive business and mobile professionals in the corporate, mid-sized businesses and start-up organizations. Mobile thought leaders from around the country will convene and discuss the overriding theme of this conference in how mobile is transforming business. MobCon will include keynote sessions, break-out sessions with four mobile tracks to select from including: Innovative Strategy, Integrated Marketing, Advanced Technologies, and Highlighted Successes. A mobile application contest, MobDemo with \$50,000 awarded in prizes, exhibitor hall, gourmet meals and snacks, and a networking reception are additional highlights of MobCon.

Media Announcement: Just Announced - MyFitnessPal Keynoting at MobCon 2014!

Don't miss Nick Crocker of MyFitnessPal as a keynote at MobCon 2014. After years without raising any funding, MyFitnessPal has raised \$18 million in its first round of funding. Hear how the company was able to catapult into current day success. Nick Crocker is MyFitnessPal's Product Innovation Lead and has more than 7 years of experience working on technology startups. He is the founder of popular music service We Are Hunted, which went on to be acquired by Twitter, and Sessions, a digital health coaching company, which was acquired by MyFitnessPal in 2013. Since giving his popular TED talk "Floss The Teeth You Want To Keep," Nick has been designing, building and testing digital health products. Alongside MyFitnessPal, Nick is currently conducting a randomized clinical trial at the Mayo Clinic, exploring the impact of health coaching on diabetic patients. Nick is a 2012 Rock Health fellow, which is backed by big corporations, venture capital firms and medical research organizations like the Mayo Clinic. As a native Australian, Nick started his career as a journalist and has a Law degree from the University of Queensland. Nick believes in creating a better culture of starting up in Australia, and is a mentor for Australian early-stage seed fund Startmate. Nick is trilingual, speaking English, Spanish and French. Nick's passion for health care and interest in building products to help people live better lives is his driving motivation at work.

Venue and Dates: November 13-14 at the Hyatt Regency Hotel, Minneapolis MN

Bonus: Complimentary breakfast, lunch, and snacks served both days and networking reception

Register: Online at www.MobCon.com today to receive \$100 off registration with the early bird discount.