



Media Release

Countdown to iPhone Release

San Diego-Based iPhoneWare is Poised to Meet Demand

For Immediate Release

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San Diego, CA – **Over 100 million iPods have been sold**, building expectations that Apple's newest offering, the iPhone, will reach astronomical heights as well. Launching this Friday, June 29th, the iPhone is a cross between the iPod and a traditional cell phone.

With all the buzz surrounding the iPhone launch, consumers are clearly eager to adopt the new technology. But Prakash Gupta, Technical Director of San Diego-based iPhoneWare, cautions that third-party applications will be needed to turn the iPhone into an effective business tool.

"iPhone is the first step towards a smaller, lighter cross between a cell phone and a laptop, allowing mobile access to everything, everywhere," say Gupta. In fact, iPhone is a perfect opportunity for businesses to become fully mobile, improving access to both full web data and all standard applications. Based on the Mac OS 10, iPhone will ultimately integrate seamlessly with both PCs and Macs. Third-party software developers, including iPhoneWare, are racing to develop applications for consumers and businesses alike.

iPhoneWare is one of the first companies poised to provide tips, tools, and gear for taking advantage of the iPhone's full capabilities. The iPhoneWare website, www.iPhoneWare.com, will also offer reviews and tips for using the iPhone and its accessories.

About iPhoneWare

iPhoneWare offers accessories for the new iPhone and iPod. As one of the first companies offering gear for the iPhone, they are hard at work developing and finding tools for integrating the iPhone into your everyday life.

For more information, please visit <http://www.iphoneware.com/>.

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