



Media Release

Multi-National Company Counts Down to iPhone Release *San Diego-Based iPhoneWare is Poised to Meet Demand*

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San Diego, CA – **Michael Deery, Prakash Gupta and Luis Sanchez are unlikely business partners.** But their entrepreneurial spirit and love of new technology has brought them together to form iPhoneWare.com, one of the first companies developing software, tools, and accessories for the new Apple iPhone. Launching this Friday, June 29th, the iPhone is a cross between the iPod and a traditional cell phone.

San Diego native Luis Sanchez knew from a young age that he wanted to combine business and technology. Temporarily distracted by the mortgage industry, Sanchez has now returned to his first love, helping develop new products for the iPhone.

Prakash Gupta came to California in 2000 to pursue a Master's in Business Administration, but quickly founded his own custom software development company. As iPhoneWare.com's Vice President of Technology, Gupta is combining both business savvy and technology training.

Born and raised in Ireland, Michael Deery came to the University of San Diego on a soccer scholarship in 1994. Ten years later, he started mortgage company Citywide Financial. With the real estate boom ending, Deery was ready for a new challenge.

The three met at Citywide Financial, and soon realized they shared an intense interest in the iPhone's upcoming release. "All three of us realized another door would be opening in the technology world with the iPhone," says Deery.

With all the buzz surrounding the iPhone launch, consumers are clearly eager to adopt the new technology. But iPhoneWare.com is also developing tools to help businesses adopt the iPhone as well.

About iPhoneWare.com

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

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