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Crowd Mobile Limited (ASX: CM8)

ASX Release

Crowd Mobile expands apps portfolio with release of 5 new exciting apps

Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) is pleased to announce that it has launched five new lifestyle apps, further expanding and diversifying its apps business and leveraging its existing micro-job platform network.

The development of the new apps is consistent with Crowd Mobile's organic growth strategy of increasing its content offering with entertaining and high engagement apps aimed at a broad demographic. The five new Apps include:

- Hillary – Q&A with French reality TV star Hillary Ch'tis (in French)
- Thirsty – Cocktail Q&A app with thousands of recipes and instructions
- Flawless – Make-up advice - Q&A app
- Gossip Factory – Relationship & Celebrity Gossip - Q&A app
- App Guru – Germany's favorite Q&A App (in German)

Commenting on the apps launch, Crowd Mobile CEO Mr Domenic Carosa said:

"We are delighted to launch these cool new apps which add to our considerable lifestyle and entertainment portfolio. We have undertaken intensive research and analysis to bring the best product to market that will offer a high level of entertainment and engagement for our communities.

"Four of the new apps have been developed by the Crowd Mobile team, while the 'Hillary' app has been a white-label partnership. New app development and third party partnerships are a core component of Crowd Mobile's organic growth strategy, and ensures our revenue stream remains diversified across a combination of offerings.

"Crowd Mobile is focused on continuing to broaden its app business to continue to capitalise on the global mobile economy mega trend, and utilising its sophisticated technology solution for the global micro job market", said Mr Carosa.

Further information on each of the newly launched apps can be found below.

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About the apps**Hillary – Entertainment (French only)**

Hillary is a white-label partnership offering a Q&A app with Hillary Ch'tis, French reality TV star of the Sticks. Fans of Hillary can interact with her through the app by posing questions to her.

Thirsty – Lifestyle

Thirsty is a cocktail app with thousands of recipes and instructions. Thirsty provides all the inside information accumulated by thousands of expert bartenders and cocktail stylists through time, all with an easy press of the “send” button.

<http://thirstyapp.mobi/>

Flawless – Lifestyle

Personal, pocket-size make-up artist who answers all your beauty questions. Ask any make-up related questions, and quickly receive a reply with instructions, tips and tricks. Our make-up artists will send a response with exact instructions on how to solve make-up related problem and, if possible, also link to further information such as an article, a blog or video content.

<http://flawless.mobi/>

Gossip Factory – Entertainment

Use the Gossip Factory app to find out all the juicy gossip and secrets that your friends and partners are hiding from you. We know how to help you to deal with the truth by giving the best advice. Our team know the answers to every troubling problem.

<http://gossipfactory.mobi/>

App Guru (German only)

Germany's favourite general Question and answer App. Anything from love, relationships, start signs to helping you with you schoolwork, App Guru is there to help.

<http://askappguru.com/>

About Crowd Mobile

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and Infotainment Company. Crowd Mobile operates in 50 countries, is connected to over 150 mobile carriers and provides products in over 30 languages.