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Scranton Based Technology Start-up Announces Private Funding

Scranton, PA - March 9, 2011 – APPEK Mobile Apps, a Scranton based technology start-up, announced today it has secured \$50,000 in private funding from KBJ Capital. The investment will allow APPEK to create a new division strictly focused on business-to-business mobile app development.

"By 2012 annual global revenue from mobile applications will approach \$20 billion with total mobile app downloads expected to exceed 50 billion. Based on these extraordinary growth statistics I've been very interested in making a considerable personal investment in the mobile app space," said Kristopher B. Jones, Founder of Pepperjam and current CEO of KBJ Capital (www.kbjcapital.com).

APPEK, located in the Scranton Enterprise Building (201 Lackawanna Ave), was co-founded by Adam Ceresko and Andrew Herman in early 2009. Sharing the same vision as Jones, Ceresko and Herman saw an opportunity to shift the primary focus of APPEK.

"Our dream, in its simplest form, is to build apps for mobile devices. Over the past few months, we've noticed a significant demand for elite app development and no single company has surfaced to take control of the void," said Herman.

As of right now, APPEK is accepting clients who want to better serve their own businesses by providing them mobile applications. Services include consulting, designing and developing apps for iPhone/iPod Touch, iPad, Android, Android Tablets and Blackberry. The main focus will be on three major categories:

- Mobile Integration: As mobile devices become more powerful and change the way we consume information, businesses need to adapt and create a mobile experience for their users that's just as powerful, if not moreso, than their current product and/or service.
- Start-up Ventures: There is a large group of start-ups around the country that are innovating new products that will completely change the way we use technology in the future. A lot of these innovations will require, or significantly benefit from, a mobile app component, and will not have the in-house resources to develop them.
- Enterprise Solutions: With the explosive impact of the iPad and more companies moving towards smartphones for employees, the potential for enterprise applications as a tool for increased productivity and collaboration is at an all time high.

APPEK

MOBILE APPS

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"But our dream and our vision doesn't end there. It is our intention to grow a company with local impact and global reach. With local success stories like Solid Cactus and Pepperjam leading the way, we hope to give Northeastern Pennsylvania a positive reputation for producing technology. We've already been in contact with several of the local Universities, and we feel that there exists an untapped wealth of talent in our own back yard—and we're not just talking about developers. That is why we're currently interviewing and hiring for both internship and full-time positions. We're committed to keeping the highest caliber talent in Northeastern Pennsylvania," said Ceresko.

The strategic partnership could not have come at a better time for both APPEK and KBJ Capital. Ceresko and Herman's expertise combined with Jones' advising and network will position APPEK to become an industry leader in mobile app development.

"After meeting with dozens of businesses from across the country I quickly discovered that APPEK Mobile Apps is particularly well positioned to immediately take advantage of the massive supply demand discrepancy that exists between the tens of thousands of businesses that require mobile app development and the very limited number of professional B2B mobile app development providers. I look forward to working closely with Adam and Andrew as a strategic advisor and mentor to position APPEK as the world leader in B2B mobile app development. I am confident that today's investment in APPEK will result in the creation of numerous high paying technology jobs, while also supporting the growing cluster of innovative companies and technology success stories originating from Northeastern, Pennsylvania," said Jones.

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