



**PRESS RELEASE**  
**ADDICTIVE MOBILITY**

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**ADDICTIVE WINS FIRST PRIZE AT MOBILE MONDAY DEMO CAMP**



Addictive Mobility fought off the competition and came out victorious during MobileMonday Toronto's first annual demo camp on December 3rd, 2007. Addictive was the last to present among four other companies in a Fight Club-style brawl: the selected companies were each given five minutes to talk about their company and do a demo for the audience. The crowd favoured Addictive's Facebook Java thin client, which allows Facebook users to access their cellphones camera and upload photos directly to their photo albums, among other features.

Addictive's competitors during MoMo Camp included UrbanScavengerHunt.com, Intergig, Xtreme Mobility Inc, and Jambo Mobile. It was a close match with Xtreme Mobility, but after a second judging, Addictive was declared the winner.

Winning the first ever demo camp during Mobile Monday is a huge honour for Addictive Mobility, and founder Nussar Ahmad hopes to defend the company's title once again next year.