

For Immediate Release
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MacroSolve Signs Reseller Agreement with Waller & Company PR for DineInsight

Tulsa, Okla. – Waller & Company, a full-service PR firm has signed a reseller agreement with MacroSolve, Inc. a leading provider of mobile business apps to distribute its restaurant mobile business app DineInsight™.

“DineInsight is an incredibly useful tool for restaurants and hotels,” said Waller & Company president and CEO Barrett Waller. “In today’s marketing and public relations world, an effective mobile app ought to be an essential part of any company’s branding and marketing efforts. We are very excited to work with our current and future clients to help them implement DineInsight as their custom branded app.”

“DineInsight has gained immediate traction in its vertical market. Waller & Company has deep knowledge and contacts in the hospitality industry and we are pleased to work with them to expand sales and reach of our mobile business app,” added MacroSolve president and CEO Clint Parr.

DineInsight is the first in a series of industry-specific mobile business apps ‘Powered by ReForm XT.’ DineInsight serves the marketing and operational needs of the restaurant and hospitality industry. MacroSolve has also recently launched ClubInsight™, which caters to the needs of golf, sports and other private membership clubs.

The mobile business app market is currently a \$5 billion market and expected to grow to \$18.7 billion by 2014. \$9.9 billion of this amount is expected to come from the small- and medium-sized business segment.

For more information about how Waller & Company can help your business build an iPhone application, contact Barrett Waller (918) 587-1909.

About MacroSolve

MacroSolve, Inc. is a pioneer in delivering mobile apps and solutions to businesses and government. Founded in 1997, the company has an extensive network including the top name brands in wireless hardware and software as

well as carriers. MacroSolve's mission is to become the leader in delivering mobile business apps, a market projected to grow by double digits to \$11.6 B by 2012. The company operates through its subsidiaries including Anyware Mobile Solutions (<http://www.goanyware.com/>).

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