

News Release

-- **FOR IMMEDIATE RELEASE** --

FUNMOBILITY AND CHIQUITA BRANDS HONORED WITH RETAIL INDUSTRY'S PREMIER DIGITAL MARKETING AWARD

Chiquita FanFun App Awarded the 2012 IBM LEADER Award for Excellence in Digital Applications at the Fourth Annual Shopper Technology Institute's LEAD Marketing Conference

October 3, 2012 – Chicago, IL (LEAD Marketing Conference) and Pleasanton, CA – FunMobility

(www.funmobility.com), a pioneer in the art and science of mobile engagement, today announced that the Chiquita FanFun app, developed for Chiquita Brands by FunMobility, has been awarded the 2012 IBM Leader Award for Excellence in Digital Applications. The LEADER Awards for Excellence, sponsored by IBM and presented at the Shopper Technology Institute's LEAD Marketing Conference, recognize excellence in the loyalty, engagement, analytics and digital applications categories. The Shopper Technology Institute, which selects the LEADER Awards for Excellence winners, is the industry's only trade organization focused on technologies and solutions that engage shoppers, analyze their behavior, and enable trading partners to improve their operations.

Chiquita [FanFun](#) is a free mobile app for both iOS and Android that connects customers with local retailers through an in-app "Chiquita banana finder" and features custom interactive games and chances for fans to win exciting prizes. The app is an integral part of Chiquita's multimedia campaign promoting their national sponsorship with Little League, the Chiquita FanFun Sweepstakes, which began June 1 and ended August 31, 2012.

"We are proud of our team's accomplishment and honored that our client's application is being recognized by a prominent organization in the retail and manufacturing industry," said Adam Lavine, CEO of FunMobility. "By making mobile a key component of a retail marketing strategy, brands like Chiquita are opening up new channels of real-time communication with their customers in a fun and engaging way."

Chiquita chose FunMobility's Professional Services group to develop and help bring their first mobile app to market for their deep expertise in the mobile industry and their ability to deliver a dynamic app across both iOS and Android in just a few months from product conception to launch. The app was developed on FunMobility's low footprint and cloud-based [AppWidget Mobile Engagement Platform](#), which enables brands like Chiquita to create unique and scalable HTML5 hybrid apps for iOS and Android quickly and cost-effectively.

Chiquita Brands and FunMobility were honored at the fourth annual Shopper Technology Institute's LEAD Marketing Conference at the Westin O'Hare in Rosemont (Chicago), Illinois on October 2, 2012 when the Chiquita FanFun app was presented with the award. A full list of the award winners will be available at www.leadmarketingconference.com/LEADER-Awards-2012.html.

Adam Lavine, Co-Founder and CEO of FunMobility and Cassidy Hamilton, Marketing Brand Specialist with Chiquita Brands, will be presenting the Chiquita FanFun Mobile Relationship Management Success Story on October 3, 2012 at 11:45 AM CST at the Shopper Technology Institute's LEAD Marketing Conference in Chicago, Illinois. For more information please visit www.leadmarketingconference.com.

Lavine also presented the Chiquita FanFun success story during his presentation at the Converge Chicago Social Media, Mobile Marketing Symposium, hosted by the Institute for Social, Search and Mobile Marketing (ISSMM), in



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Chicago, Illinois on October 2, 2012. For more information please visit www.convergein.com.

FunMobility will be presenting the Chiquita FanFun success story on a free webinar in conjunction with the Mobile Marketing Association (MMA) on October 11, 2012 at 2:00 PM EST. To register for the webinar, *How Chiquita and FunMobility used Reward-Driven Mobile Relationship Management to Win at Retail*, please visit <https://www3.gotomeeting.com/register/317179494>.

For more information on the AppWidget Mobile Engagement Platform or to get a free quote, please visit www.appwidgetplatform.com/solutions/retail. For more information on FunMobility, please visit www.funmobility.com. For more information on the Chiquita FanFun app (iOS and Android) please visit www.funmobility.com/chiquitafanfun.

About FunMobility

FunMobility is a mobile industry pioneer defining the art and science of mobile engagement. The company has over 10 years of experience building hundreds of successful mobile social applications for carriers and brands that have touched millions of users and generated billions of interactions. FunMobility customers include some of the world's biggest companies, such as Verizon®, AT&T®, Disney®, Universal Music Group®, MTV®, Little League® Baseball, and Chiquita Brands®. FunMobility is leveraging their extensive mobile knowledge and expertise to give any business in the world the ability to build meaningful relationships with their customers through engaging mobile experiences. Their AppWidget Mobile Engagement Platform is an integrated SaaS mobile marketing suite that boosts user engagement and enables true mobile relationship management. AppWidgets™ are cloud-based, HTML5 plug-ins that provide the power to send rich media and promotions via standard push alerts, segment and target users, analyze results, and optimize the user engagement loop, all in real-time. FunMobility is headquartered in Pleasanton, California with an additional office in San Francisco. Follow FunMobility on www.Twitter.com/FunMobility, www.Facebook.com/FunMobility, or visit www.funmobility.com or www.appwidgetplatform.com to learn more about the company and products.

About the LEAD Marketing Conference and LEADER in Excellence Awards

The LEAD Marketing Conference is produced by the Shopper Technology Institute, the industry's only trade organization focused on technologies and solutions that engage shoppers, analyze their behavior, and enable trading partners to improve their operations. The primary members are solution providers in the areas of loyalty, engagement, analytics and digital applications, as well as providers of research and insights. The associate members are manufacturers, retailers, wholesalers, and academics. The Institute aims to create awareness of established and emerging shopper technologies and practices for retailers, wholesalers and manufacturers. It achieves those goals by publishing newsletters (the bi-monthly ShopperTech Update) and books (The Essentials of Shopper Technology, scheduled for publication in early 2012), conducting research, hosting share groups, providing education through webinars and webcasts, connecting with the industry through social media channels such as LinkedIn and Facebook, and staging the annual LEAD Marketing Conference. This collaborative event consists of cutting-edge presentations, an exhibit of the latest services and solutions, and the LEADER Awards which recognize excellence in the areas of loyalty, engagement, analytics and digital applications. In sum, the Institute is a one-stop clearinghouse for trends and developments in shopper technology as well as a forum for thought leadership and an advocate for best practices.



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