



FOR IMMEDIATE RELEASE

## **appbackr Opens First Wholesale Marketplace for iPhone/iPad Developers and Buyers at Launch: Silicon Valley 2010**

*Invitation-Only Beta Program Will Help iPhone and iPad Developers Fund New  
Mobile Apps and Yield Healthy Returns for Wholesale Buyers*

MOUNTAIN VIEW, Calif. (June 8, 2010) – At Launch: Silicon Valley 2010, appbackr ([www.appbackr.com](http://www.appbackr.com)) announced the start of its invitation-only beta program for the first wholesale digital marketplace where mobile app developers can sell wholesale copies of their applications to get immediate funding. Starting today, iPhone and iPad developers, wholesale buyers, and retailers can register at [www.appbackr.com](http://www.appbackr.com) to participate in the beta program.

The challenge facing many iPhone app developers is that it can take \$5,000 to \$10,000 to bring a new mobile app to market. Today app developers don't get paid until the app sells on the iTunes marketplace. appbackr gives developers immediate funding by letting wholesale buyers acquire copies of apps, either in conceptual or finished form. The result is a win/win for developers, who get immediate funds for new applications without surrendering their intellectual property, and for buyers who can realize up to 53 percent profit on the apps sold through iTunes.

During the invitation-only beta program, developers listing fees will be waived for the first month. The appbackr marketing team will also be actively seeking out the best new apps to fund through appbackr, and will be using venues like Launch: Silicon Valley to recruit developers and buyers for the beta program.

"Launch: Silicon Valley seemed the perfect event to kick off the invitation-only beta program for appbackr," said Trevor Cornwell, founder and CEO of appbackr. "Launch has traditionally been the venue to show promising new applications and business ideas, and appbackr is not only an innovative start-up, but our wholesale marketplace could be of direct benefit to developers attending Launch."

"The concept of a wholesale marketplace is an ingenious way to not only fund app development but extend market reach by enlisting buyers as marketers," said Steven Echtman, founder of HearPlanet, winner at last year's Launch: Silicon Valley event. "I am sure the simplicity and elegance of this concept will get the attention of attendees at Launch 2010."

appbackr works much like eBay. Developers register their mobile apps for pre-sale with appbackr. They control the number of wholesale applications that will be sold in the iTunes Store and who can purchase them. The buyers have the option of paying \$0.35 per wholesale copy for an application that is in concept stage, or \$0.45 per wholesale copy for applications once they have been approved by Apple,

Inc... When the application is posted to iTunes, wholesale buyers are automatically paid for each download with money flowing to their appbackr bank account using PayPal. It's an innovative solution that leverages the innovation of Apple's iTunes, PayPal's adaptive API, and the patent-pending appbackr technology to help developers fund and sell their applications.

"It's great to see innovative new financing models like appbackr," said Osama Bedier, vice president of the PayPal Platform. "I love their focus on mobile developers, and of, course, I really love that all this is made possible by PayPal's new suite of payment products."

"App developers need new funding strategies, and appbackr's approach is clean and simple," said Andy Harrison, creator of Clout Mobile Games.

Since there is no wholesale financing infrastructure for iPhone and iPad applications, appbackr offers an ideal retail infrastructure for mobile apps. Wholesale buyers for value-added retailers can promote game applications and other apps through online storefronts, catalogs, blogs, and other media, thus increasing market reach for mobile apps and boosting profits for all parties. The appbackr executive team believes that same digital marketplace model can be extended to support other digital properties as well.

For more information, visit [www.appbackr.com](http://www.appbackr.com), and follow the company on Twitter.com/appbackr.

#### **About appbackr inc.**

Founded in 2010, appbackr is the first wholesale digital marketplace where iPhone and iPad developers can sell wholesale units to buyers who then profit from retail units sold in the iTunes Store. appbackr is a marketplace that connects buyers and sellers, making it possible for developers to get paid in advance for creating iPhone and iPod Touch applications, and allowing buyers to profit from these apps once they are released. appbackr has already been recognized by PayPal as a winner of the first PayPal X Developer Challenge in March 2010. The company has its headquarters in Palo Alto, California.

For more information, visit appbackr on the web at [www.appbackr.com](http://www.appbackr.com).

PHOTOS AVAILABLE UPON REQUEST

#### *Contact:*

Sam Zappas  
appbackr inc.  
410-929-4411  
[sam@appbackr.com](mailto:sam@appbackr.com)

Tom Woolf  
Woolf Media & Marketing  
415-259-5638  
[tomw@woolfmedia.com](mailto:tomw@woolfmedia.com)