

Earthcomber Extends its Popular "Mobile Spotter" to the iPhone

CHICAGO – July 10, 2007 – Earthcomber LLC today announced the immediate availability on the iPhone of the company's "mobile spotter" application. The Earthcomber application connects iPhone users with their favorite places and things -- automatically -- on the go. Earthcomber remains free for users.

Earthcomber users can find over 10 million locations around the USA, from the ordinary (restaurants, movies, music, coffee, shopping, and WiFi hotspots) to hidden gems such as local events, historic buildings, waterfalls, and locations marked by mutual-interest communities.

Earthcomber does it all without requiring endless tapping on the iPhone's virtual keyboard. Simply touch a predefined list, such as Nightlife or Fun Times, and a wide range of nearby places is displayed. A single tap can produce hundreds of choices, organized by category and proximity for easy browsing. Detailed reviews and ratings are available for many of the locations. With another tap, users can get maps or directions to the door.

Jim Brady, president of Earthcomber, states, "Other mobile applications make you a slave to the keyboard. Earthcomber is built on the principle that technology should work for you. Our application turns the iPhone into your personal scout, able to quickly sweep your surroundings and give you a complete lay of the land."

Earthcomber includes content from major city-guide publishers as well as Eventful, a leading events site, and Hollywood.com, which provides users with the latest movie listings at over 30,000 screens. Users can also find business services, tourist attractions, shops, and recreation opportunities.

By registering for a free account on www.earthcomber.com, users can customize their mobile search experience. They can add their own favorites to the preset lists, or create entirely new lists, themed around their own travel modes and moods. Users can also join interest groups and share places on the map.

For more information, visit <http://www.earthcomber.com/iphone>

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