



RIM Announces Initiatives to Support Innovation in the Australian Mobile Industry

Australian Developers Encouraged to Rise to Super Apps Developer Challenge – APAC Division

Research In Motion (RIM) today announced Australian initiatives to promote innovation and opportunity in the mobility industry; the Australian launch of the BlackBerry Super Apps Developer Challenge and the platinum sponsorship of mobile industry organisation Mobile Monday. Adele Beachley, Managing Director, Australia and New Zealand, RIM, said, RIM hopes to encourage innovation in application development in the Australian mobile industry and we believe that launching the BlackBerry Super Apps Developer Challenge and sponsoring the Mobile Monday organisation are two ways for RIM to successfully contribute to our exciting local industry. The BlackBerry Super Apps Developer Challenge offers developers in the Asia Pacific an attractive prize package so we hope Australian developers are encouraged to enter and demonstrate their talent. The BlackBerry Super Apps Developer Challenge invites developers to showcase applications that take advantage of the BlackBerry Application Platforms unique capabilities. The BlackBerry Application Platform allows developers to quickly and easily build applications that seamlessly share information and interact with core BlackBerry applications or other third party applications. The Challenge will recognise BlackBerry smartphone applications on a regional basis across four global regions Asia Pacific, North America, Latin America and Europe/Middle East/Africa. Judges will evaluate applications submitted in seven categories: Productivity, Fun & Entertainment, Knowledge, Sharing, Navigate & Explore, Multi-media and In the Know. Developers of applications selected at each finalist level will receive unique prizes to support their development on the BlackBerry platform and to help them achieve commercial success. There are over \$1.5 million dollars in prizes to be won, including application promotion services, BlackBerry smartphones, BlackBerry App World marketing support, an Elite membership in the BlackBerry Alliance Program and more. Applications will be judged on quality, user experience and how effectively they have incorporated Super App characteristics. The Australian launch of the BlackBerry Super Apps Developer Challenge coincides with RIMs announcement that it has signed a twelve month sponsorship deal with Mobile Mondays Sydney and Melbourne chapters. Mobile Monday is a non-profit organisation with a mission to promote the Australian mobile industry and build networks within it. Shane Williamson, Co-founder of Mobile Monday Sydney said, Research In Motion is an industry leader in the mobility space and having their support will help us raise the profile of our organisation locally and the Australian mobile industry on a global scale. One of Mobile Mondays key objectives is to promote innovation so we are very excited to help launch the BlackBerry Super Apps Developer Challenge in Australia. Information Links To apply for the Super Apps Developer Challenge, visit <http://bpf.wufoo.com/forms/2010-blackberry-super-apps-developer-challenge/> and complete the application form. For more information on developing Super Apps on the BlackBerry Application Platform, please visit www.blackberry.com/developers/superapps. Media Contact: Antoinette Trovato, RIM Australia, 0437 763 316 BlackBerry Team, Spectrum Communications, 02 9954 3299 About Research In Motion (RIM) Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. Through the development of integrated hardware, software and services that support multiple wireless network standards, RIM provides platforms and solutions for seamless access to time-sensitive information including email, phone, SMS messaging, Internet and intranet-based applications. RIM technology also enables a broad array of third party developers and manufacturers to enhance their products and services with wireless connectivity. RIMs portfolio of award-winning products, services and embedded technologies are used by thousands of organisations around the world and include the BlackBerry wireless platform, the RIM Wireless Handheld product line, software development tools, radio-modems and software/hardware licensing agreements. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe, Asia Pacific and Latin Americas. RIM is listed on the NASDAQ Stock Market (NASDAQ: RIMM) and the Toronto Stock Exchange (TSX: RIM). For more information, visit www.rim.com or www.blackberry.com. About Mobile Monday Forward-looking statements in this news release are made pursuant to the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used herein, words such as "intend" and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on assumptions made by and information available to Research In Motion Limited. Investors are cautioned that such forward-looking statements involve risks and uncertainties. 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