

Sydney, 27 August 2010 - Blink Mobile, an Australian Platform-as-a-Service provider enabling the rapid development of mobile business applications, announced today that its myAnswers (now blinkAnswers) service has been named one of Australia's 100 most innovative products in one of the largest and most audacious innovation awards of its kind in Australia – the Anthill Magazine 'SMART 100' Index.

Blink Mobile's service, myAnswers, enables organisations to rapidly create and deploy customised mobile information services without the need to design, develop and manage mobile-specific web sites or complex applications for each model of mobile phone in use across their customer base or workforce. It provides large to medium-sized organisations with a single development and management platform to control their complete mobile environment.

The company has already received significant support across key industry sectors, including local government, tertiary education, schools, publishing, travel/tourism, advertising and business services. Its customers include Brisbane City Council, The University of Newcastle, Tweed Shire Council, The Scots College, Wyong Shire Council, Central Coast Grammar School, ABC Driving Schools and eCruising.

This year, myAnswers was ranked in 31st position on The SMART 100 Index which was created by leading business media channel, Anthill Magazine, in 2008 to identify and rank Australia's 100 most innovative products, proving to be one of the largest surveys of its kind in Australia.

"In true Anthillian style, the SMART 100 is an ever-evolving, ever-improving experiment," said Anthill founder and Editor-in-Chief James Tuckerman.

"It identifies and ranks new Australian innovations by applying a combination of crowdsourcing, collaboration and common-sense. We employ the judgement of 'mavens' and readers.

"Unlike your average awards program, we don't lock a panel of expert adjudicators in a small room. Neither do we demand a thorough analysis of each applicant's P&L statement. We don't even request an historical snapshot of 'runs on the board' or commercial achievements.

"This is because innovation is future focused. It is about identifying and solving problems in ways that change the way we live, do business and think."

Last month, Blink Mobile won three Australian Business Awards for Best E-Business Product, Product Innovation and Best New Product. In March, the company won the 2010 Australian Telecommunications Users Group Award for Innovation.

Commenting on this latest success, Daren Besgrove, Director, Blink Mobile, said, "We are delighted to have scooped a placement on the 'SMART 100' listing for 2010. This recognition once again continues our momentum in changing the way the market looks at mobile services. We are thrilled that our Australian research and development is recognised through the 'SMART 100' in 2010."

For further information on the Blink Mobile myAnswers SMART 100 submission, visit: <http://anthillonline.com/myanswers-smart-100-2/>

About Anthill Magazine

Anthill was initially launched as a print magazine in September 2003 by its current editor-in-chief, James Tuckerman, who at the age of 26 quit his day job, departing a promising career in corporate PR, to pursue his own entrepreneurial journey.

Since then, it has evolved into one of Australia's leading online communities for Australian business owners, ranked among the Top 50 Business & Finance websites in Australia by Nielsen Online Ratings. It is dedicated to innovation, entrepreneurship and the commercial development of Australian ideas. It is recognised for its edgy, often irreverent approach to business news, awards and events.

About Blink Mobile Technologies

Blink Mobile Technologies develops and markets a mobilisation management and deployment platform that allows any organisation to provide rich

mobile interactions and response mechanisms from their existing web based information and business systems. Focused on a corporate customer base and running a PaaS business model, Blink's enterprise-grade services allow organisations to manage their complete mobile environment, while quickly and easily mobile enabling web services, dynamic web content and intranet/extranet applications. The platform, client services and end-user experience resulting from Blink's services are internationally innovative. Visit <http://www.blinkmobile.com.au> or call 1300 552 189.

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