

Exa builds Eggsellent App for Farm Pride

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18 April 2011. Exa, Australia's largest Web Solutions Company, has developed an Egg Timer iPhone application for Farm Pride to help cooks take the guess work out of boiling eggs. Available for free from the Apple iTunes Store, the Farm Pride Egg Timer app provides users with a step-by-step guide for boiling large, extra-large and jumbo eggs.

The app features an automatic timer for each egg size and sounds an alarm when the eggs are ready. Users can choose from soft-boiled, medium-boiled or hard-boiled options and are prompted by pop-up instructions prior to cooking.

Over the past few months, Exa has designed, developed and tested the Egg Timer app, working alongside Farm Pride to create something that appealed to their market. Exa's managing director, Peter Ball, said people of all ages can benefit from the handy application.

"It's something everyone can use in the kitchen, no matter how old you are" Ball said.

"With pop-up instructions and recipes at the touch of a button, you don't need to think about how you're going to cook your eggs. It's a fun, useful application".

There are now more than 400,000 apps available from the Apple iTunes Store with that number sure to rise over the coming year.

Farm Pride general manager Zelko Lendich thanked Exa and the team of application developers for their hard work during the development process.

"We're thrilled with the application and the feedback we're getting from users is great."

How to Download

The Farm Pride Egg Timer iPhone app can be downloaded for free from the Apple iTunes Store- just search for "Farm Pride" or "Egg Timer". For more information visit <http://itunes.apple.com/us/app/egg-timer/id429401673?mt=8>.

For more information or high-res images contact Melissa Hadley on 0421 025 047 or melissa@propellerpr.com.au

About Farm Pride

Farm Pride currently operates more than 10 farms and sources eggs from across the country to process and pack approximately 12 million eggs every week through facilities at Keysborough and Lethbridge in Victoria, and Dora Creek in New South Wales.

Farm Pride employs more than 250 people and has Australia's largest egg processing plant, turning shell eggs into processed and convenience forms of egg products for supply into the food service industry.

About Exa

As Australia's largest and most successful Web Solutions Company, Exa has a full time staff of over 200 Web Designers, Web Developers and Online Marketing experts. Exa's WebMagnet and Customised Web Solutions have helped improve the profitability and efficiency of more than 1000 organisations. Exa's clients include some of the world's biggest brands, leading banks, government, not for profits, multi-nationals and SME's from various industries. Founded in 2000 Exa has sustained around 50% growth year over year.

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