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Boost is now LiveLink

Indianapolis-based technology company Boost Media Entertainment, LLC announces the launch of its premier product: an all-in-one mobile app platform that connects businesses in real time to thousands of their customers via low-cost smart phone apps. At the same time Boost will change its name to LiveLink™ to reflect the new product's key attribute: a live, two-way linkage between businesses and their most critical audiences.

LiveLink's technology breakthrough combines the best of a variety of technologies and wraps it into one dynamic platform, LiveLink Mobile™. This versatile platform combines the hottest available features-including mobile ads, reports, dynamic menus, client dashboard - and makes it available to virtually any industry. LiveLink Mobile also offers extensive user demographic analytics that give businesses insight into the users of their apps including how, where and when the app is being used. Customers use a variety of tools to communicate directly with a live audience through surveys, special offers, feedback and other features.

Over the past two years, LiveLink has established itself as a leading provider of mobile apps to the radio, restaurant and motorsports industries. After investing heavily in development, the new platform now enables vast scalability and expansion to an unlimited number of industries.

To facilitate continuing growth LiveLink is expanding staff and bolstering operations. A recently closed round of investment provided by Indiana-based angel investors allows the Company to complete this massive upgrade and roll out the new platform. According to Jason Zickler, founder and CEO, "To keep up with the explosive growth of the mobile industry, the seed round of financing we just completed allowed us to dramatically expand our technology platform and go-to-market strategies. We continue to gain acceptance in broadening markets both in the U.S. and internationally."

LiveLink saw revenues from mobile apps explode nearly 1300% with well-known clients in a number of sectors ranging from radio stations all over the United States to motorsports teams, venues, and drivers including Tony Stewart Racing and James Hinchcliff. LiveLink recently provided an app for the Indianapolis Motor Speedway that climbed all the way to the top 10 for all sports applications in Apple's App Store.

LiveLink is bringing together a considerable team to guide the Company. Its go-to-market strategy is headed by Ehren Maedge, Vice President of Sales and co-founder of Scale Computing, a well-known developer and manufacturer of ICS™ data storage technology. LiveLink brought aboard a skilled development team of five new software engineers this past spring to complete development on the new platform and add to capacity for the future. LiveLink has also been assisted by Tim Harvey, Principal at Penn Street Advisors and former CFO of Angie's List, and Keystone Growth Strategies, a corporate development and strategy consulting firm. Founder and CEO Jason Zickler is joined by a newly restructured board of directors that includes well-known Indianapolis corporate leaders Dave Lucas, Mike Alley and Bob O'Brien, of Cambridge Capital Management.

According to Zickler, "The mobile revolution is one of the most exciting things I have ever been a part of. Mobile apps are still in the early market stage and LiveLink is well positioned to lead in this growing sector."

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LiveLink, LLC is an Indianapolis-based developer of mobile communications solutions that provide a real time connection between businesses and their most critical audiences. Founded as Boost Media Entertainment, LLC in 2007, the company transformed from a digital marketing agency to a leading developer of mobile apps in 2011. LiveLink's versatile and scalable communications platform creates a live two-way linkage that allows businesses to more effectively reach their audiences while gaining valuable insight about customers opinions, usage patterns, locations, experiences, etc.

Killer Apps
That
Connect You
With Your
Audience.

