

Discover Apps with Friends, Chorus Now in Private Beta

Free iPhone App Enriches Discovery of Downloadable Mobile Content Using Social Networks

Andover, Mass. — September 28, 2009 — envIO networks, inc. launches private beta of its new iPhone application, Chorus. Chorus helps consumers discover iPhone and iPod Touch apps through their social networks. It helps users connect with friends, see what they are downloading, rating, recommending, and get customized recommendations based on envIO's patented Social Genome™ technology. With over 85,000 apps available in the Apple iTunes store, Chorus helps users find the apps most relevant to them based on what their friends are doing.

Chorus is the first application of envIO's patented Social Genome™ technology which leverages the idea of shared discovery as a powerful tool in selection and purchase cycles. iPhone and iPod Touch users downloaded Chorus and invite friends using popular social networks like Facebook, and share reviews or post comments. Friends can see which apps their friends have downloaded and learn about new apps from the community including Chorus experts.

“The response from beta testers has been very positive,” said Manish Jha, President and CEO of envIO networks. “With Chorus, users find apps that are more relevant to them, from sources that they trust most – their friends. This leads to a significant increase in purchases as well as higher satisfaction and more frequent use.”

The Chorus Private Beta program was over-subscribed within 24 hours of posting. Testing is set to be complete in 2009. Chorus is free and will be available to the public through the iTunes store later this year.

About envIO Networks

envIO Network's patent-pending Social Genome™ technology leverages social networks to help consumers discover relevant mobile apps and content. envIO is working with leading network operators, device manufacturers, publishers, developers and advertisers to incorporate the power and persuasion of the consumer's own social network into the mobile app and content selection process. envIO was founded by a seasoned entrepreneurial team with a track record of successful start-ups in the wireless platform and application spaces. The company is backed by premier venture capital companies, Matrix Partners and North Bridge Venture Partners. For more information, call 978-682-0745 or visit www.envionetworks.com.