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iGenApps Selected as Finalist at Releaselt SXSW Interactive's New Product Launch Competition

*Company to Showcase Products at
Hilton Austin Downtown, Friday, March 7, 11:00 a.m.*

AUSTIN, TX (February 27, 2014) – When **iGenApps, Inc.** unveils its groundbreaking system that allows users to swiftly create their own personalized apps using their mobile devices, they will find themselves in both unique and exclusive company.

With their **iOS** version scheduled for release on Tuesday, March 4, followed by the launch of the **Android** version on Sunday, March 9, the company felt that **South by Southwest (SXSW)** in Austin, TX offered the absolute perfect platform through which to make the introduction.

The folks at SXSW apparently agreed.

On **Friday, March 7, 11:00 a.m.** at the Hilton Austin Downtown, 500 East 4th Street, the company will showcase the **iGenApps™** product line at **Releaselt**, SXSW's inaugural new product launch competition.

The presentation, which will focus on the pure innovation of the iGenApps products, will be delivered to an audience of heavy social media users and members of the traditional media. A panel of judges will ultimately determine which new product wins the competition based upon their perception of its potential for success,

"After years of development, we are finally ready to share iGenApps with the world," said **Founder and CEO Norman Ortiz**. "Our product will help others expand their brand, increase their exposure and market themselves, their products and their services. And we are extremely grateful to Releaselt for their consideration of iGenApps as a 'product to watch.'"

Designed specifically for the non-technical mobile user, iGenApps deploys an interface that allows individuals to create content-driven applications by combining lists, menus, maps, feeds, images, videos, and links to external actions. The product also provides a multi-platform framework which allows users from either an iOS, Android or Windows 8 device to view the created apps in their own native style.

Over the past year, iGenApps has been hailed as one of the most innovative startups in the industry. It has been awarded first place in the International CTIA Big Idea Contest, the Cloudmob iOS Mobile Platform Challenge and the UNE Patent Competition. iGenApps was also selected as a featured innovator by the DEMO Emerging Technologies Conference in Santa Clara, CA, and as a semifinalist at the Distilled Intelligence 2.0 startup competition in Washington, D.C.

For additional information please visit www.igenapps.com.

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About iGenApps

iGenApps is a mobile application and a SaaS where users, without programming skills, can create personal or business applications using their Apple or Android mobile device. iGenApps users must register before using the app and be able to create apps. Users may then share their generated apps with others through social networks and other media.