



**MEDIA CONTACT:**  
**Irina Dimitrova**  
**ilinaad@aboutsage.com**  
**Mobile: 703.531.8256**

**FOR IMMEDIATE RELEASE**

## **iGenApps Earns Third Place at ReleaseIt SXSW Interactive's New Product Launch Competition**

**AUSTIN, TX (March 8, 2014)** – **iGenApps, Inc.** finished third from among a field of 10 competitors Friday afternoon at **ReleaseIt**, a new product launch competition vetted by a panel of accomplished technology judges at SXSW in Austin. The company finished behind startup rivals Visage and Bawte, who took top honors.

"iGenApps is a fascinating product," said competition emcee Trey Bowles, CEO & CoFounder of the Dallas Entrepreneur Center while event judge Evan Baehr, Co-Founder of Outbox called the idea "groundbreaking."

A revolutionary, patented new product, **iGenApps™** allows users to create their own personalized apps in minutes by just using their mobile devices and without any programming or coding. The company released the **iOS** version of their product yesterday with the **Android** version set to go live tomorrow, Sunday, March 9. Their **Windows** product will release later this month.

"This award is a thrilling achievement for us," said **Founder and CEO Norman Ortiz**. "Industry recognition such as this justifies our acceptance in the mobile development community."

Over the past year, iGenApps has been hailed as one of the most innovative startups in the industry. In addition to their achievement yesterday at SXSW, the company was 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](http://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.