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## **MacroSolve's DineInsight Mobile App Selected by Desi Wok**

### *Desi Wok Offers iPhone Users Promotions & Specials Through Private Branded Mobile App, DineInsight™*

TULSA, Okla., January 21, 2010 - MacroSolve, Inc., (OTCBB:MCVE), a leading provider of mobile apps and solutions, announced today that Tulsa-based Desi Wok Indian Asian Grill has signed a contract to use DineInsight to launch a private branded mobile app for its customers.

DineInsight, MacroSolve's mobile app designed exclusively for the restaurant industry, leverages the nearly ubiquitous use of smartphones to help restaurant owners, operators, chains and franchising organizations brand and manage their own mobile app. Benefits of DineInsight to restaurant owners include the ability to generate additional revenue through drawing in more customers, gathering customer contact information and providing instant insight into customer satisfaction and purchasing trends. Customer contact information can be utilized for targeted marketing and other promotions.

Desi Wok customers will soon be able to visit the iPhone app store, search "Desi Wok" and download the app for free. Customers will receive special offers, discounts and promotions as they use the iPhone app.

"We're excited to implement DineInsight for Desi Wok and look forward to working with a growing number of restaurants and franchise eateries. We believe that DineInsight is a particularly powerful tool for restaurants that seek to expand their concept by leveraging mobile technology to increase brand identity and brand experience," stated Jeff McMains, Vice President, ReForm XT™.

Desi Wok owner, Labrena Shamsi, commented, "I'm so excited about Desi Wok having its very own iPhone app. It will be really cool to reach new customers and introduce our unique Indian and Indo-Chinese cuisine to them. We can also now communicate with all of our existing customers who come from as far as North West Arkansas to eat at Desi Wok. What a great tool to add to our marketing arsenal. I look forward to growing my business, by reaching new and existing customers while also creating brand loyalty."

DineInsight serves as a direct line of communication with your customer – Anytime, Anyplace, Anywhere – directly via their smartphone!

### **About MacroSolve**

MacroSolve, Inc. (OTCBB:MCVE) is a pioneer in delivering mobile solutions to businesses and government. Founded in 1997, the company has an extensive network including the top name brands in wireless hardware and software as well as carriers. MacroSolve's mission is to deliver innovative strategies that bring the buyers and sellers of mobile technologies together in a way that creates bottom-line benefits to all participants in its growing \$100 billion target market. The company operates through its subsidiaries including Anyware Mobile Solutions. For more information, visit [www.macrosolve.com](http://www.macrosolve.com) or call 800-401-8740.

### **Safe Harbor Statement**

This press release contains projections of future results and other forward-looking statements that involve a number of risks and uncertainties and are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Important factors that may cause actual results and outcomes to differ materially from those contained in the projections and forward-looking statements included in this press release are described in our publicly filed reports. Factors that could cause these differences include, but are not limited to, the acceptance of our products, lack of revenue growth, failure to realize profitability, inability to raise capital and market conditions that negatively affect the market price of our common stock. The Company disclaims any responsibility to update any forward-looking statements.