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MacroSolve's DineInsight To Launch for Billy Sims BBQ's Ten Restaurant Locations

Restaurant implements DineInsight™ to support growth of franchise

TULSA, Okla., January 27, 2010 - MacroSolve, Inc., (OTCBB:MCVE), a leading provider of mobile apps and solutions, announced today that Tulsa-based Billy Sims BBQ has signed a contract to use DineInsight to launch a private branded mobile app for customers of its chain of ten locations.



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 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.

Customers from any of Billy Sims BBQ's ten locations will soon be able to visit the iPhone app store, search "Billy Sims BBQ" and download the app for free. Customers will receive special offers, discounts and promotions as they use the iPhone app.

Billy Sims BBQ founder and owner, Jeff Jackson stated, "Our concept and chain has been a great success due to the unique casual dining experience we offer with extraordinarily tasty food. With DineInsight, we will extend this unique and fun experience into the mobile app world. This brand extension fits with our strategy to grow through franchising. This is a great tool and asset we can offer our franchisees."

"As DineInsight continues to gain market share, we are pleased to work with restaurants that seek to use our mobile app to meet their growth objectives. DineInsight has emerged as a key product for MacroSolve as it continues to drive recurring revenue streams for our company," added Jeff McMains, Vice President, ReForm XT™.

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 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



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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.