



**Investor/Media Contact:**  
Dilek Mir  
310-591-5619  
[dmir@corporateprofile.com](mailto:dmir@corporateprofile.com)

**Corporate Contact**  
April Sailsbury  
918-388-3529  
[april.sailsbury@macrosolve.com](mailto:april.sailsbury@macrosolve.com)

## **MacroSolve™ Launches ClubInsight™ , Powered by ReForm XT™**

*Powerful Mobile Business App for Golf and Sports Clubs  
Adds to MacroSolve's product portfolio targeting \$5B mobile business app market*

TULSA, Okla., March 11, 2010 - MacroSolve, Inc., (OTCBB:MCVE), announced today the launch of ClubInsight, the second in a series of industry-specific mobile business apps Powered by ReForm XT. ClubInsight is a custom branded mobile app for golf and country clubs and other membership and sports associations. The application provides a powerful mobile promotions, marketing and sales tool, offering clubs a custom-branded smartphone app.

Membership retention and promotion are critical to a club's ongoing success and keeping members engaged can be a challenge. ClubInsight enables club managers to offer their members a free, club-branded mobile app for their iPhone or Windows Mobile smartphone to keep them involved, informed and satisfied. ClubInsight will be available on most BlackBerry and Android smartphones in the near future.

ClubInsight is the second in a series of mobile business apps Powered by ReForm XT. MacroSolve's first vertical-specific business app Powered by ReForm XT was DineInsight™, which is quickly gaining traction in the restaurant and hospitality industries. MacroSolve intends to launch several other vertical-specific mobile apps, helping businesses increase revenues and improve operational efficiencies by leveraging the nearly ubiquitous use of smartphones to reach customers, promote branding, and collect valuable customer feedback in real time. The mobile business app market is currently a \$5 billion market and expected to grow to \$18.7 billion by 2014. \$9.9 billion of this amount is expected to come from the small and medium sized business segment, MacroSolve's target market.

"We are on track with our strategy to quickly gain market share in the exploding mobile business app market. In 2010 an estimated 4.5 billion apps will be downloaded by consumers. Businesses need a turnkey mobile app tool to reach these consumers. Our mobile business apps Powered by ReForm XT are the ideal solution for small to medium sized businesses," stated MacroSolve President and CEO Clint Parr.

"We believe that ClubInsight will have the same kind of immediate market traction that DineInsight has to date. There are several clubs currently interested in reaping the benefits of ClubInsight. We hope to sign our first few customers in the immediate future," added Parr.

ClubInsight benefits club managers in numerous ways by promoting loyalty and member retention through consistent exposure on club members' smartphones. The app reaches out and engages members to promote club events, tournaments, and instructor schedules as well as collecting important feedback related to members' club experience, course conditions, and speed of play. ClubInsight directly targets member groups for special events such as tournaments, catering services, and parties by presenting images of food items, special activities, course layout, and merchandising.

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

### **About MacroSolve**

MacroSolve, Inc. is a pioneer in delivering mobile apps and 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 become the leader in delivering mobile business apps, a market projected to grow by double digits to \$11.6 B by 2012. The company operates through its subsidiaries including Anyware Mobile Solutions (<http://www.goanyware.com/>). For more information, visit <http://www.macrosolve.com/> or call 800-401-8740.



**Investor/Media Contact:**  
Dilek Mir  
310-591-5619  
[dmir@corporateprofile.com](mailto:dmir@corporateprofile.com)

**Corporate Contact**  
April Sailsbury  
918-388-3529  
[april.sailsbury@macrosolve.com](mailto:april.sailsbury@macrosolve.com)

**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.