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MacroSolve Seeks Synergistic Acquisitions in Mobile Business Technology

Management targets underserved niche markets showing robust growth

TULSA, Okla., October 27, 2008 – In a move to further fortify its product portfolio and marketing capabilities, MacroSolve, Inc., (OTCBB:MCVE), parent company of Anyware Mobile Solutions, announced today it is actively seeking acquisition candidates in the B2B mobility space. Acquisition targets include: mobile application and platform providers; regional mobile business solutions providers that serve small to medium sized businesses; and Web 2.0 firms complementary to the upcoming launch of MacroSolve's online mobility marketplace.

The company will adhere to strict acquisition guidelines mandating accretive acquisitions for stock with pay out periods and retention of key personnel.

"We are seeing a lot of smaller companies in the mobile business solutions market that have great technology, human resources, and increasing revenues, but in today's challenging fundraising environment they have a diminishing ability to grow and serve the marketplace. We believe we can offer a great opportunity for select best-of-breed mobility providers to join MacroSolve and benefit from our organization, our efficiencies, and our status as a public company," stated Clint Parr, MacroSolve president and CEO.

To date, MacroSolve's revenue growth has been driven exclusively by internal organic growth with increasing demand from new customers and current customers. For the six month period ended June 30, 2008, MacroSolve's revenues rose 43% or \$528,180 to \$1,761,939 from \$1,233,759 in the first six months of 2007. The business mobility market is currently estimated at \$104 billion and is projected to grow at 12% CAGR through 2012.

About MacroSolve

Through its Anyware Mobile Solutions Division, MacroSolve, Inc. is a leading provider of mobile data and mobile video business solutions. With expansive wireless industry relationships, intellectual property and proven success in enabling mobility, MacroSolve pursues innovative strategies to help businesses gain bottom-line benefits and competitive advantage through mobility. MacroSolve also assists third party application companies in mobilizing their products and marketing them to businesses. For more information, visit www.macrosolve.com or call 800-401-8740.

Safe Harbor Statement

In addition to historical information, this press release may contain statements that constitute forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements contained in this press release include the intent, belief or expectations of the Company and members of its management team with respect to the Company's future business operations and the assumptions upon which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance, and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Factors that could cause these differences include, but are not limited to, failure to complete anticipated sales under negotiations, lack of revenue growth, client discontinuances, failure to realize improvements in performance, efficiency and profitability, and adverse developments with respect to litigation or increased litigation costs, the operation or performance of the Company's business units or the market price of its common stock. Additional factors that would cause actual results to differ materially from those contemplated within this press release can also be found in the Company's SEC Filings. The Company disclaims any responsibility to update any forward-looking statements.