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MacroSolve's ReForm XT™ To Serve As Mobile Technology Platform For A Suite of Branded Mobile Apps "Powered by ReForm XT"

TULSA, Okla., November 10, 2009 - MacroSolve, Inc., (OTCBB:MCVE), announced today that its product, ReForm XT, the industry's leading mobile form builder application, is to serve as a technology platform for a suite of branded mobile apps that are "powered by ReForm XT".

Anyware Mobile Solutions, a division of MacroSolve, Inc., is helping customers build private-labeled branded mobile apps across a variety of industries. These branded mobile apps are currently being created for service industries including restaurants, retail and hospitality. They will serve a number of functions, including enhanced marketing and promotions, increased productivity and greater customer satisfaction for all types of small to medium-sized businesses.

ReForm XT is already established as the leading mobile form builder app available online, as evidenced in its top 20 ranking on BlackBerry App World in its first months of release. Thousands of users have downloaded the app to fit their own needs.

"Given today's exciting market dynamics, our ReForm XT form builder has now evolved into a mobile technology platform, allowing us to create branded mobile apps, powered by ReForm XT, for customers across a range of industries. These businesses then offer the private-labeled app to their customers, which generates greater brand awareness, targeted marketing opportunities, better customer service and more operational control for their growing business," stated MacroSolve President and CEO Clint Parr.

"Moreover, the rate of market penetration and the revenue model for such a powerful mobile technology platform supports the cash flow goals for our Anyware Mobile Solutions division," concluded Parr.

Branded mobile apps powered by ReForm XT enable businesses to capture and share critical information including surveys, inspections, customer feedback, inventory, signature capture, barcode reading, quality assurance, asset tracking, attendance and delivery, all in real time. For more information please visit www.reformxt.com or www.goanyware.com.

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 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.