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## **MacroSolve Launches DineInsight™ Powered by ReForm XT™ for Restaurant Industry**

*First-of-its-kind solution enabling restaurants to build a mobile app and manage content with ease  
Provides restaurant owners the ability to reach their customers via smartphones*

TULSA, Okla., November 12, 2009 - MacroSolve, Inc., (OTCBB:MCVE), announced today the launch of DineInsight™, a solution designed for the restaurant industry that allows restaurants to build and manage their own mobile applications. This is the first in a series of industry-specific apps powered by ReForm XT™.

DineInsight leverages the nearly ubiquitous use of smartphones to help restaurant owners, operators, chains and franchising organizations brand their own mobile app, gain critical customer insight, gather market intelligence and directly target customers with incentives and other promotional materials.

“DineInsight brings a completely new dimension to customer relations and marketing in the restaurant industry. Based on the positive customer feedback we’ve had from restaurants currently implementing DineInsight, we believe this powerful mobile app will transform the way targeted promotions, brand loyalty and customer patronage are driven and measured in the restaurant industry,” stated Jeff McMains, ReForm XT, VP.

Utilizing DineInsight, restaurant owners can now have their own branded mobile app with customized content that can be managed and changed with ease. Once downloaded for free from the iPhone app store, the app is used by the store’s customers to provide feedback and opinions. In return, customers can receive special incentives, such as coupons, loyalty rewards or insider news of special events. Unlike simple text messaging, DineInsight can also be used to detail specials with text and images, provide a locations map, and any other information the restaurant wants to promote.

Benefits of DineInsight include the ability to gather customer contact information such as email and cell phone numbers, instant insight into customer satisfaction, purchasing trends and customer patronage. Customer contact information can be utilized for targeted marketing and other promotions, as well as serving as a direct line of communication with the customer.

“For MacroSolve, DineInsight further solidifies our position as the leader in mobile apps for small and medium sized businesses, while also creating deeper penetration for us within specific industry verticals, such as the restaurant, retail and hospitality sectors,” stated MacroSolve President and CEO, Clint Parr.

DineInsight will be available on most BlackBerry and Windows Mobile smartphones in the near future.

For more information please visit [www.reformxt.com](http://www.reformxt.com) or [www.goanyware.com](http://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](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



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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.