



Investor/Media Contact:
Dilek Mir
310-591-5619
dmir@corporateprofile.com

Corporate Contact
April Sailsbury
918-388-3529
april.sailsbury@macrosolve.com

MacroSolve™ Launches DineInsight™ Branded Restaurant Mobile App for Gaetano's Pizzeria & Creamery

*Private labeled app now available for iPhone users
Provides Gaetano's and its customers a superior customer relations experience*

TULSA, Okla., December 1, 2009 - MacroSolve, Inc., (OTCBB:MCVE), announced today the implementation of its first branded mobile app for Jenks, Oklahoma-based Gaetano's Pizzeria & Creamery. DineInsight is the first in a series of industry-specific apps powered by ReForm XT™.

Gaetano's takes advantage of DineInsight, MacroSolve's mobile app designed exclusively for the restaurant industry. 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 serve customers with incentives and other promotional materials.

Gaetano's customers may now visit the iPhone app store, search "Gaetano's" and download the app for free. Customers will receive special offers, discounts and promotions as they use the iPhone app.

Gaetano's founder, Doug Mitcho, commented on the launch, "We are super excited to provide this innovative mobile app to our customers. It will help us reach our customers in a new and unique way, giving them access to special offers and promotions. We pride ourselves on our service and quality food and we feel that by launching our own Gaetano's branded mobile app we are at the forefront of customer service and relations in the restaurant industry."

"This powerful mobile app will transform the way targeted promotions, brand loyalty and customer patronage are driven and measured in the restaurant industry. We are pleased to work closely with innovative restaurants such as Gaetano's in leveraging mobile technology to the benefit of their industry and customers" stated Jeff McMains, Vice President, ReForm XT.

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, as well as serving as a direct line of communication with the customer – Anytime, Anyplace, Anywhere...directly via their smartphone. For more information please visit reformxt.com or 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.