



For Immediate Release

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Anyware Mobile Solutions Helps Businesses Catch the Mobility Wave

TULSA, Okla., April 18, 2007 – Businesses today are rapidly accelerating their adoption of mobile technology, just as consumers have done for the decade past. Tulsa-based Anyware Mobile Solutions recently attracted significant investment and is now focusing its experience and expertise on becoming the market leader in enabling mobility for businesses worldwide.

“Enabling mobility” means helping businesses turn the complex mobile environment into a competitive advantage for their company and products. Mobile initiatives can improve processes, reduce operating costs, and improve profitability. Using their vast technical, business and marketing expertise, Anyware assists with the design, development and implementation of mobility strategies to achieve the company’s objectives.

“This year, the number of mobile subscribers will surpass 3 billion, and businesses are expected to spend well over \$70 billion on mobile technology,” says Clint Parr, President and CEO of Anyware. “Anyware is well positioned to help businesses ride the powerful mobility wave to a stronger bottom line.”

Recently, Anyware attracted \$1.25 million in new equity funding to support company growth and accelerate its mobility enabling strategy. The company also added new members to its board of directors, including John Clerico, chairman of ChartMark Investments, and Randy Foutch, founder of Latigo Petroleum, Inc. In addition, Anyware’s experienced executive team has enhanced the company’s mobility consulting and custom solution services, partnerships with mobile industry leaders and rapid application development platforms to shape its new “enabling mobility” vision.

Since its founding in 1996, Anyware has partnered with Palm, Sprint, Verizon, and others among the industry’s most trusted carriers, hardware providers, and software providers. These partnerships enable Anyware to provide customers with total mobility solutions, including mobile devices for any work environment, software for the most widely used platforms, the best in mobile video, mobile data management applications, and more.

With strong industry partnerships and a unique ability to meet customer needs, Anyware has laid the groundwork to become the business mobility leader. Anyware anticipates continued growth and will double in size in the next year.

Parr concludes, “The Law of Mobility says, ‘The value of any product or service increases with its mobility.’ We plan to capture this value to help our customers improve their business, build our own presence in the industry, and grow the knowledge workforce and high-tech economy of Tulsa, Oklahoma, the new Technology Territory.”

About Anyware Mobile Solutions

In its twelfth year of operations, Anyware Mobile Solutions is the leading mobile enabling company in North America. With expansive wireless industry relationships, intellectual property and proven success in the application of mobile technology in business processes, we serve business customers with unique solutions and support. Anyware also specializes in migrating third party data and video technologies into mobile products and marketing them to businesses. Anyware, a division of MacroSolve, Inc., is headquartered in Tulsa, Oklahoma. For more information visit www.goanyware.com or call 800-401-8740. Go ahead. Go Anyware.

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