

Weily Apps Launches [my]PhotoMatch iPhone App

Best version yet of the Classic Matching Game!

Educational Game for the iPhone

December 14, 2009

For immediate release

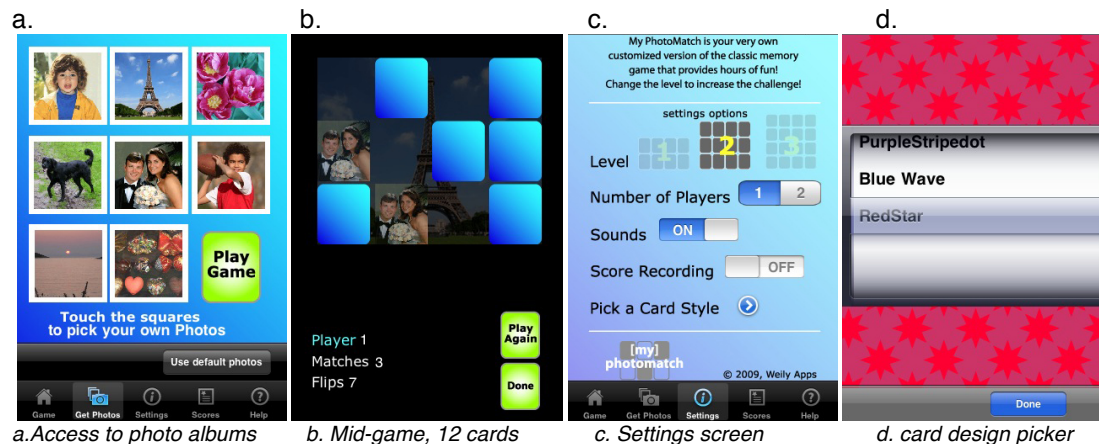
MORAGA, CALIFORNIA - December 14, 2009 – Weily Apps (www.weilyapps.com) an educational partnership, today announced the release of **[my]PhotoMatch** and **[my]PhotoMatch for Tots**. Available for \$.99 at Apple's iPhone App Store, the [my]PhotoMatch apps allows users to take advantage of the capabilities of the iPhone and iPod Touch user interface to play a fun, customizable version of the classic 'concentration' type matching game.



With [my]PhotoMatch, you customize the game by using your own photos from your albums on your iPhone™ or iPod Touch™. Sharpen your memory and mental acuity skills whether you are five or eighty-five!

FEATURES in My PhotoMatch 1.0

- 3 levels of play: 8, 12 or 16 cards
- Continually mix it up by changing your game with your personal photos
- One or Two Player competitions
- Records top scores
- Great sound effects
- Beautiful, colorful interface design



<http://itunes.apple.com/us/app/my-photomatch/id342125708?mt=8>

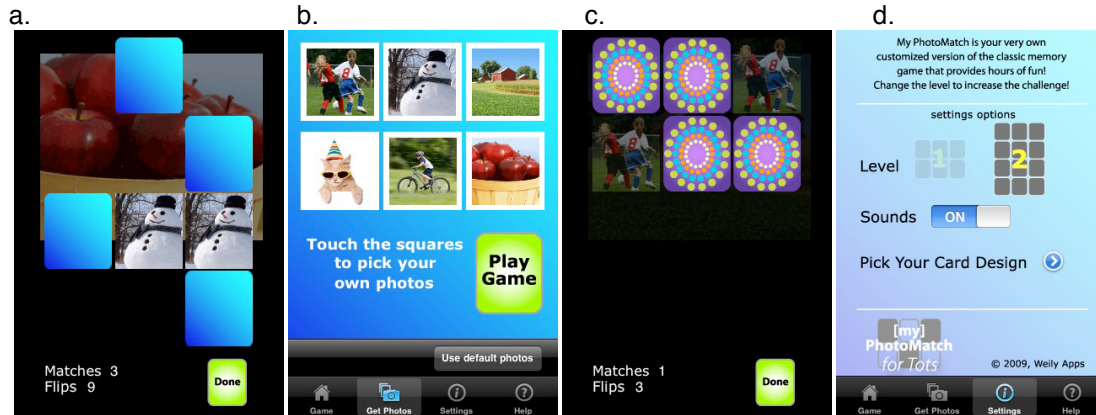


Focusing on the busy parent's needs and desires to engage their children with activities that are worthwhile and educational as well as fun, [my]PhotoMatch for Tots is aimed at preschoolers. [my]PhotoMatch for Tots is a junior version of [my]PhotoMatch. On the Tots version, you can continually change and personalize the game by updating the cards with your own pictures from your photo albums on your iPhone™ or iPod Touch™.

[my]PhotoMatch for Tots is a fun learning tool for preschoolers to develop their mental acuity skills. Kids love the cheers and sound effects applauding their efforts!

FEATURES in My PhotoMatch for Tots 1.0

- 2 levels of play: 6 or 12 cards
- Great, motivating sound effects
- Engaging, colorful design
- Continually mix it up by changing your game with your personal photos
- Larger card size to accommodate young fingers



a. Mid-game, photo background reveal b. Access to photo albums c. mid-game- 6 card d. Settings screen

<http://itunes.apple.com/us/app/photomatchtots/id344616046?mt=8>

Both [my]PhotoMatch apps are designed for all versions of iPod Touch and iPhones. An advanced edition, [my]PhotoMatch for Brain Power is in development.

About Weily Apps:

Weily Apps is a design partnership led by Anita Weil and Nancy Daniels devoted to the development of fun, learning-based mobile apps. Anita Weil has a teaching credential in elementary education and teaching experience in San Francisco. Her second career of 30 years has been in the field of telecommunications, having been a technical programming architect at AT&T (formally PacBell and SBC). Ms. Weil's strength is her team leadership and collaborative skills in group dynamics. She resides with her husband in the San Francisco Bay area, and has two grown children.

Nancy Daniels trained as a graphic designer and has been working in the field of children's informal learning and educational toy development since 2002 when she graduated from Stanford University's School of Education with a master's degree in Learning, Design and Technology. She is passionate about learning with new media and is also the founder of According To Us (www.acc2us.com), an online social network for 7-12 year olds, in beta development.

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