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Murat Aktihanoglu, CEO, Unype, Inc.

CENTRL, THE ULTIMATE LOCATION-BASED SOCIAL NETWORK, LAUNCHES WITH NEW WEBSITE AND IPHONE APP WITH 350,000 EXISTING USERS

UNYPE.COM BECOMES CENTRL.COM, OFFERING INDUSTRY'S ONLY SOLUTION TO ELIMINATE THE NEED FOR CREATING NEW USER ACCOUNTS BY INTEGRATING WITH SEVEN MAJOR SOCIAL NETWORKS

March 18, 2009 – New York, NY Recently funded startup, Unype, Inc., has made a quantum leap in the location-based social networking space today as it released its widely-anticipated new iPhone app along with its new website, <http://centrl.com>.

Centrl.com is the next-generation of Unype.com that first appeared in May 2008. Without any promotional or marketing efforts, Unype.com has grown to 350,000 members. This userbase will now be diverted to Centrl.com, a highly optimized website that will continue to evolve in the coming months.

Concurrently, the new Centrl iPhone app is now available through Apple's App Store. This location-based mobile social networking app offers an unparalleled user experience that enables users to easily connect with their friends while having complete control over their privacy. The app enables free communication between users (no text or sms fees) and access to special money-saving offers and coupons. It also allows users to 'travel' to other cities worldwide to discover new people and places.

Undoubtedly, one of the prime advantages that Centrl will have in continuing its dramatic growth is the fact that it aggregates a user's social graph from all the major social networking sites such as Facebook, MySpace, Ning, Orkut, Bebo, Hi5 and Friendster. A major issue facing other location-based services is the need for users to go through the hassle of creating a new profile and registering for *yet another social network*. Centrl eliminates any such need by letting users login to Centrl through their existing social network. Furthermore, users can link

their mobile phone with their social network profile in just one step so that they have access to the same contacts, saved deals and locations across multiple platforms.

Centrl has been developed from the ground up to be easy to use, convenient, practical and safe. It provides a privacy policy that values user privacy as the top priority. It never keeps location-history and automatically removes the last known location of the user. Users can also control how and when Centrl updates their location and they can even be completely invisible within the system if they chose to.

Murat Aktihanoglu, founder and CEO of Unype, commenting on today's launch said, "This is a major milestone for our company, but really it's only the beginning. While we believe that our iPhone app is nothing short of spectacular and is the best location-based social networking app available out there, we have major plans for its evolution, and we will also be introducing Centrl mobile apps for Blackberry and Android in the next 30 days, with Windows Mobile and Symbian apps following shortly thereafter. We want Centrl to be part of everyone's daily routine as we go about our lives."

Larry Richenstein, a serial entrepreneur and angel investor, who lead a group that funded Centrl last December and serves as the company's Executive Chairman, said, "We have been flying under the radar for some time, but with today's coordinated launch of our new iPhone app and new website, that's over. We've been speaking behind the scenes with major potential partners for location-based ad delivery and other map 'layers' that can add value for our users. We will be announcing major partnerships in the coming weeks."

Eric Redlinger, co-founder of Unype and head of mobile development and research stated: "We're thrilled to shake up the social networking space with the launch of our first mobile app. Location-based social networks are more than just pins on a map – they should provide an engaging way to interact meaningfully with your friends and your surrounding environment. We feel that our mobile apps really push the envelope in this regard."

For more information, please visit <http://centrl.com>.

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