



LOCATION-BASED SOCIAL NETWORK CENTRL LAUNCHES BLACKBERRY APP, REACHES 400,000 USERS

INCREASES COVERAGE TO ALL TOP FIVE SMARTPHONES IN THE US MARKET, SYMBIAN NEXT

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Centrl, the ultimate location-based social network already serving 400,000 users via the web and its highly popular iPhone and Android apps, today announced the availability of its new BlackBerry app.

The new BlackBerry app:

Centrl's BlackBerry app has been developed from the ground up to make it easy for BlackBerry users to keep in touch with friends, access useful information around them, and to save money with special offers. Centrl Blackberry app runs on all Blackberry phones and maximizes the benefits of the Centrl platform for all Blackberry users.

One application to keep track of all the important things:

Murat Aktihanoglu, founder and CEO of Centrl Inc. stated: "Today, consumers are inundated with so much information that nobody can keep track of all the things that are important for them anymore. These include friends, money-saving offers, reviews and events that we are missing everyday. Centrl provides a simple way to manage and make use of all this information. We are therefore proud to finally present our rapidly-growing Centrl service to Blackberry users."

Strongly backed by industry veteran investors and a world-class technical team in NYC and Boston, Centrl is aiming to make it as easy as installing one app on your smart phone to access all of your social-graph and location-based services from top partners.

Larry Richenstein, lead investor and executive chairman of Centrl Inc. stated: "As a Blackberry user, I'm excited to get this new app onto the market. By adding Blackberry to our list of compatible platforms we are realizing our goal of becoming a leader in location-based social networking by expanding our user base to include the somewhat different demographic profile of Blackberry users."

Easy to login and free messaging:

Currently users can login to Centrl from Facebook, MySpace, Hi5, Bebo, Orkut, Ning and Friendster as well as connecting to their Twitter account. Because of this integration with major social networking sites users do not have to create a new profile to use Centrl. This aspect is enabling people to invite their friends to join them on Centrl without hassling them to fill out online forms to register. Furthermore, the fact that Centrl's mobile apps do not use SMS and therefore offer users free text messaging is another Centrl advantage that users value.

About Centrl Inc:

Centrl Inc. is a location-based social networking startup based in NYC and backed by industry veteran investors. Available on the web, iPhone, Android and Blackberry, Centrl enables users to access money-saving offers around them, keep track of their friends, communicate with them for free and easily utilize restaurant reviews, tourist, event, real estate, gas station, etc. information. Centrl's advanced social features such as easy login from social networks and virtual gifts engage users while they can also access special map layers full of useful content. For more information, please visit <http://centrl.com>.

Contact:

Murat Aktihanoglu, CEO

press@centrl.com

212 683 2501

<http://centrl.com>.