



FRY COMMUNICATIONS, INC.

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Fry Communications Offers Publisher-branded Mobile Magazine App

Mechanicsburg, PA — 3/8/10 — Fry announces plans to release a publisher-branded iPhone and iPad mobile magazine application in keeping with Fry's theme of providing solutions for information distribution in print, via direct mail, on the World Wide Web, and beyond.

In keeping with Fry's ongoing efforts to put publishers on forefront of new media opportunities, this application is a counterpart to Fry's two iPhone applications currently available in the iTunes Store.

The application is built upon a solid XML technology and a distribution platform, giving publishers turn-key entry into the mobile market. Fry's iPhone application will allow readers to easily browse and read the latest information, suggest content, and take advantage of content relevant rich media such as video or podcasts. Fry's iPad application will not only include access to enhanced rich media content, but also include a stunning image based navigation system along with content search, application sharing, and archival access.

"Building on Fry's experience in developing the successful iCATS mobile directory app, popular e-ditions services, and forward thinking information distribution technologies, we're pleased to provide our publishing partners with leading edge digital publishing tools accessing these exciting mobile platforms," said Steve Grande, Fry's Vice President of Sales. "Contemporary publishing is about providing information to consumers wherever they are, in a variety of media, with a continuity of message and branding; therefore Fry will continue to develop revenue-generating options for publishers that utilize existing content in new and exciting ways."

Publishers interested in learning more about Fry's upcoming technology should contact the company at info@frycomm.com.

Celebrating 75 years, Fry Communications, Inc. (www.frycomm.com) has continually expanded and diversified to meet the needs of its customers from its campus in Mechanicsburg, PA. As one of the nation's largest privately held integrated communications companies, Fry provides category-leading premedia, printing, distribution, direct mail, fulfillment, information publishing, publisher and marketing services to its growing customer base. Fry's consultative approach, diverse resources, respected expertise, and surprising flexibility delivers unique solutions for information distribution in print, via direct mail, on the World Wide Web, and beyond.

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