



SkyMall® Announces Release of Free iPhone App

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SkyMall, the innovative in-flight catalog company is pleased to announce the release of the SkyMall application for the iPhone and iPod Touch. The free app is available on the iTunes app store:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=326163955&mt=8>.

The app features the complete SkyMall catalog which can be browsed even without a WiFi connection, a built-in gift finder, powerful search and browse capabilities, interactive games, and a fast, safe, convenient check out. Users can also enter catalog numbers from the paper catalog into the app in order to view and order items online. The SkyMall app was developed by Cleveland-based technology company, iNomadics by leveraging its existing mobile commerce platform provider, CardinalCommerce.

“We are very pleased to provide this free iPhone app to our customers. It not only gives them a simple way to shop, but also provides fun games and a cool gift finder,” said SkyMall President, Christine Aguilera. “Customers that shop while on the plane, can place products in the cart and checkout as soon as they have a connection. If they are on a WiFi enabled aircraft, they can place the order immediately. This is the perfect complement to the SkyMall in-flight catalog.”

According to iNomadics CEO Charles Stack, “you can enjoy SkyMall's 10,000 plus products in a convenient, green, sharable, fun, weightless, and portable version on everyone's favorite device - the iPhone. Users can browse the catalog in planes, tunnels, and the dentist office without the need for any connectivity because we've managed to fit the whole catalog inside the iPhone.

Tim Sherwin, EVP of Cardinal, comments, "We are excited that SkyMall and iNomadics chose to build the iPhone application through our Cardinal MAX™ platform. We are proud of the innovation and success of our partnership with both SkyMall and iNomadics and look forward to seeing what the future will bring."

About SkyMall

SkyMall is a multi-channel, direct marketer offering high-quality, innovative merchandise from top direct marketers and manufacturers through its SkyMall catalog and web site, skymall.com.

For more information about SkyMall, please visit www.skymall.com.

About iNomadics, Inc.

iNomadics, Inc. is a technology group that focuses on mobile application development and training. Founded by Charles Stack in December 2008, iNomadics provides customer value by offering innovative and compelling digital solutions for today's nomadic lifestyle.

For more information about iNomadics, please visit www.inomadics.com.