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MEDIA RELEASE

Roamz Awarded Grant from NSW Government

Location-based social media service Roamz has been awarded a grant by the NSW Government as part of its Collaborative Solutions – Mobile Concierge program. Roamz is one of eleven recipients to share in over \$1.8 million worth of grants which included other consortiums supported by multinationals such as Google, Microsoft, Nokia and Singtel Optus.

NSW Deputy Premier and Minister for Trade and Investment, Andrew Stoner, announced the winners this week at the opening of CeBIT Australia at the Sydney Opera House.

The NSW Government Program¹ invests in local development of innovative, new-to-market ICT solutions, focusing on the use of mobile and wireless technologies in the tourism and retail sectors.

Roamz is a location-based mobile application that helps users discover the world around them in real-time. By merging local content, social media and mobile technology, Roamz gives its members up-to-date information about what is happening in their local area including content about restaurants, pubs, festivals, events and places – all at the touch of a button and all in real time.

“For the first time, local, social and mobile converge in one intelligent application that is unlike any other location-based service because it delivers information tailored to your personal interests. We believe that Roamz will redefine ‘word of mouth’ by delivering what users want to know, when they want to know it, right to their mobile,” said Jonathan Barouch, CEO of Roamz.

The Roamz platform is being developed and built locally in New South Wales and is nationally and globally scalable. This makes it a powerful tool with numerous applications for local small to medium businesses, neighbourhood event organisers and the global tourism and hospitality marketplace. Roamz is a great example of Australian innovation that has the potential to revolutionise location-based marketing.

“Roamz will not only be a valuable tool for users to find out what is going on around them, but also a great communication tool for local businesses and event managers to communicate with a local audience, whose interests are matched with their product and services,” said Barouch.

“This recognition by the NSW Government is a great reward for the hard work that has gone into making this project a reality and the whole team behind Roamz is very much looking forward to its impending launch,” he added.

Roamz was supported in its grant application by online and mobile payment experts PayPal and Sydney restaurateur Tony Bilson, who plans to use Roamz to promote his Cuisine NOW event in 2012. Roamz users with an avid interest in fine food will be informed about the annual food festival in real time through their mobile devices – just one of many examples of how local businesses and event organisers can take advantage of a new and innovative way to ‘spread the word’.

Roamz will be available to consumers as a free, downloadable mobile app in spring 2011.

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¹ NSW Department of Trade & Investment, Regional Infrastructure & Services, Collaborative Solutions – Mobile Concierge Program

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About Roamz

Roamz is a location-based mobile application that helps users discover the world around them in real-time. By merging local content, social media and mobile technology, Roamz gives its members up-to-date information about what is happening in their local area including user reviews of restaurants, pubs, festivals, events and places – all at the touch of a button and all in real time.

Roamz is the creation of Jonathan Barouch, a successful Australian e-entrepreneur who founded one of Australia's first e-commerce businesses in 1999. He built Fastflowers.com.au into one of Australia's leading floral chains with high level alliances with Myer, Telstra, Westpac among others as well as many of the globe's leading e-tailers.

Salmat has provided seed capital to Roamz and is supporting the development and commercialisation of the platform. Salmat specialises in targeted customer communication solutions. For more information about the Salmat Group, please visit www.salmat.com.