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Blaze Mobile Wallet Set to Ignite Mobile Marketplace

New Feature-Rich Cellular App to Bring Mobile Commerce to the Next Level

ALAMEDA, Calif. -- The prospect of universal contactless payments and a digital replacement for that old leather billfold in your pocket just got that much closer to being real. An application called Blaze Mobile Wallet is now available for the top cellular phones on the AT&T and Sprint Nextel networks.

Using Near-Field Communication (NFC) technology, consumers using their mobile wallet software can simply wave their mobile phones to purchase merchandise. Unlike traditional credit card transactions, NFC transmits a user's credit card information using radio waves to the credit card terminal and eliminates the need to take out the actual card and swipe. To compliment that, the Blaze software can access any of the user's bank accounts for balance inquiries, funds transfers, bill pay, and other bank transactions.

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While phones with NFC technology built-in are coming to the market soon (with only one already available), Mobile Candy Dish has an NFC-based payment sticker for use with a current phone. This payment sticker comes as part of their private-label Blaze Debit MasterCard account available for free to subscribers. "With the Blaze Payment Sticker, consumers can make contactless purchases now without having to upgrade their mobile phone," said CEO Michelle Fisher.

The application supports more than 8,000 credit cards and banks and dozens of customer loyalty cards. "Blaze Mobile Wallet represents the pinnacle of ease of use, speed, and flexibility to manage one's finances on-the-go," said Fisher.

Blaze Mobile Wallet comes with many other features to help you manage your money such as an interface to manage all your frequent flier and customer loyalty card balances, relevant coupons to retailers based on your spending habits, and a

local retailer search with directions and maps. Taking a page from the company's past successes, Blaze also lets users purchase advance movie tickets, look up theater locations and showtimes, and view movie trailers on their handsets. Blaze Mobile Wallet is available from their website BlazeWallet.com for AT&T and Sprint Nextel customers at a price of \$4.99 per month. Blaze Mobile Wallet will be available for other carriers in the near future.

About Mobile Candy Dish

Mobile Candy Dish is a cutting-edge company based in the San Francisco Bay Area that offers a suite of innovative and easy-to-use mobile commerce applications. Consumers can pay for purchases at retailers using contactless payment, purchase movie tickets in advance, conduct mobile banking with over 8,000 supported financial institutions, pay bills, and much more. These products empower consumers to manage their finances on-the-go in a quickly-changing mobile world. For more information, please visit www.BlazeWallet.com.