



July 16, 2009

Software and Technology Services

Blaze Mobile, Inc.

COMPANY OVERVIEW

Blaze Mobile, Inc. develops mobile commerce and advertising solutions for handheld devices. The company focuses on providing solutions for consumers to conduct a host of safe and secure transactions, such as balance inquiry, transaction history, bill presentment, payment and transfer functionality, ticketing, coupon, and rewards through their mobile phones. It offers Mobile Wallet that provides location based services, such as maps and points of interest, including ATMs and restaurants, as well as enables users to manage bank accounts; view electronic receipts; and create expense reports. The company also provides Mobile Ticketing that enables users to purchase movie tickets from their mobile phones. In addition, it offers Mobile Advertising Network (BMAN) that offers advertisers a platform that reaches consumers with relevant promotional campaigns, including coupons and targeted ads. Blaze Mobile, Inc. was formerly known as Mobile Candy Dish, Inc. The company was founded in 2005 and is based in Alameda, California.