



**Undercurrent MOBILE™**

FOR IMMEDIATE RELEASE: November 8, 2010

**SmartPhone Technology Powered by CampusCurrent and CGA Ontario Arrives at Ryerson University**

Toronto, ON (November 1, 2010) – The Ryerson Commerce Society (RCS) at the Ted Rogers School of Management, Ryerson University, is proud to have become one of the first Canadian business school councils to launch a new and innovative mobile application that provides students with instant access to campus information from their smart phones.

Annette Lawrence, Vice President of Administration and Operations, RCS, Ryerson University, is thrilled with the CampusCurrent technology now available to all RCS students. “Most students are utilizing smartphone technology and have very busy schedules,” says Lawrence, “with students now being able to access all campus events, and information in this medium, on their schedules, we expect higher student participation and a stronger campus environment.”

After downloading the free application, each commerce student will be able to instantly access campus events, academic dates, phone directory and news on their BlackBerry and Android Devices (with Apple devices soon to follow).

This is a new mobile application to Canada, one which will be utilized by various post-secondary schools across Ontario in the coming months, thanks to the strategic sponsorship and alliance with the Certified General Accountants of Ontario (CGA Ontario) ([www.cga-ontario.org](http://www.cga-ontario.org)) and the CampusCurrent ([www.mycampuscurrent.com](http://www.mycampuscurrent.com)) Mobile Platform.

“CGA Ontario is a proud sponsor of this exciting new mobile application,” said Bruce Richards, vice-president, business development, Certified General Accountants of Ontario. “Productivity and efficiency help students to do more with their careers; by supporting this smart phone initiative the Association can help students manage their busy schedules and heavy workloads to maximize their own productivity and efficiency.”

About the Certified General Accountants of Ontario:

Certified General Accountants of Ontario is the self-governing body that grants the exclusive rights to the CGA designation, and controls the rigorous professional standards of accreditation and professionalism in accounting for its 20,000 CGAs and 8,000 students who are working towards their CGA designation in Ontario, in protection of the public interest.

About CampusCurrent:

CampusCurrent ([www.mycampuscurrent.com](http://www.mycampuscurrent.com)) is a customizable mobile application platform designed and built for universities and colleges by Undercurrent MOBILE (Undercurrent). Undercurrent designs and builds mobile applications for universities and colleges on Android, Apple and BlackBerry platforms. Undercurrent is headquartered in Toronto, Ontario, Canada.

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