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blueHula Studios Releases Beer Timer for iPhone, iPad and iPod Touch

Beer-Saving/Freezer-Protecting App now available in Apple's App Store

ARROYO GRANDE, CA- June 1, 2011 - blueHula Studios today announced their first app, *Beer Timer*, is now available exclusively for iPhone, iPad and iPod touch. Developed for anyone who has ever thought it was a good idea to put a beer in the freezer to cool it down, and then forgotten about it, Beer Timer alerts iPhone and iPad users their beer is in the freezer and ready to drink.

“Our goal was to stop people from exploding forgotten beer in their freezer,” said Craig VanderZwaag, Beer Timer’s developer. “We built the app to alarm not only before the beer freezes, but also to alarm at the temperature each beer type is supposed to be consumed.”

Beer Timer takes into consideration the size of the beer, the container and the type. “We spent quite a bit of time testing, and tasting” said VanderZwaag. “Once we got some data about how quickly each beer cools from room temperature to it’s optimum drinking temperature, we were able to determine exactly how long a beer should be in the freezer.”

Beer Timer’s users input the the size, container and type, and the app figures how long the beer should be in the freezer. “You don’t drink stout beer at the same temperature you drink a pale lager,” said VanderZwaag. “Our users get a beer at the perfect temperature no matter what style of beer they’re enjoying, with the bonus of never having to clean beer off the walls of the freezer again.”

Beer Timer is now available for \$0.99 in the U.S. and priced accordingly in other regions. Beer Timer is available world-wide from Apple’s App Store for iPhone and iPad or by visiting www.bluehulastudios.com. Please visit www.bluehulastudios.com for more Beer Timer information, including video and screenshots of the app.

blueHula Studios is an independent iOS development studio based out of Arroyo Grande California and was formed in 2010 by Craig VanderZwaag for the purpose of creating fun and helpful applications for the iPhone and iPad.

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If you would like further information on *Beer Timer* or blueHula Studios, or would like to schedule an interview, please contact:

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