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FOR IMMEDIATE RELEASE

THE FIRST DEDICATED MOBILE INDUSTRY ORGANIZATION, MOBILE LEADERS ALLIANCE (MLA) LAUNCHES IN LOS ANGELES & NEW YORK, PARTNERS WITH TOP MOBILE THOUGHT LEADERS

Los Angeles, Calif. (March 22, 2012) – The Mobile Leaders Alliance (MLA) launches the first ever comprehensive resource for mobile professionals; from networking and educational events to content aggregation, career assistance and more, it is the first organization of its kind for the mobile industry.

“Mobile professionals need a place to exchange ideas, expand their knowledge and network with other industry professionals regularly,” said Founder/CEO of the MLA, Dan Wittmers. “It was time to create a platform that elevates mobile to the next level; a place where we can let our geek flags fly amongst other industry leaders who get it. Ultimately, the goal of the MLA is to finally bridge the gap between innovation and education. Our community and events will challenge the industry to raise the bar, as we look towards a future where mobile is king.”

Technology and innovation is happening at such a rapid pace that it has become difficult for marketers to keep up with evolving trends. The MLA will serve as a hub for mobile content and innovation. As the mobile industry grows nationally and locally, the need for sustained networking events at a local level becomes even more apparent. MLA Live! is the premier monthly networking event in the country for mobile professionals to come together, network and exchange ideas with other industry thought leaders.

With a following of over 500 mobile professionals in its first quarter, the MLA launched in January, executing partnerships with media powerhouses, Digiday-Mobile and Mobile Media Summit West (MMSW). MMSW, which debuts on March 27, 2012, will reveal the future of mobile advertising. The day-long program will be held at the famous Beverly Hills Peninsula Hotel, and will feature top media decision makers, and brands from across the mobile and advertising industries. The theme for the event will be ‘Cars and Stars,’ showcasing case studies from LA’s automotive and entertainment industries.

MLA Live! launched on March 21st, 2012 in NY & LA and is looking to expand into SF and Chicago later in the year. MLA’s web site www.mobileleadersalliance.com will launch late 2nd quarter 2012 with innovative content aggregation, event promotions and educational resources on the mobile industry.

For more information on the MLA, e-mail laurel@elevatemybrand.com and visit the MLA <http://www.facebook.com/mobileleaders>, www.twitter.com/mobileleaders

To view more on the 2012 Mobile Media Summit West’s program or to register for the event, visit: <http://www.mobilemediasummitwest.com>

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About Mobile Leaders Alliance:

The MLA is dedicated to the continued education and socialization of mobile professionals through local events, newsletters and social media. The MLA looks to create a place for mobile thought leaders to come together and exchange ideas, news, products, apps and more; ultimately bridging the gap between innovation and education.

About Mobile Media Summit West:

The MMSW is a conference dedicated purely to mobile. The summit is created for advertisers by advertisers, with 90% of attendees hailing from brands and agencies.