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Meposter Launches Local Mobile Newsdesk at TechCrunch Disrupt

Location-based news app allows professional and citizen journalists to report breaking news as it happens at the street level in a local community

NEW YORK, NY (May 24, 2011) – **Meposter**, a local mobile newsdesk for professional and citizen journalists, today announced its launch at **TechCrunch Disrupt** in New York City. The company is one of 29 startups selected to launch during the event's Startup Battlefield.

The location-based news app allows users to pinpoint news as it's happening in a local community, down to the street level. Eyewitnesses to breaking news can use Meposter to report on anything from weather and traffic, to nightlife, local politics, dining and entertainment, professional sporting events or their kid's little league game. Stories can be shared within the Meposter community or with friends and followers on Facebook and Twitter.

"Mobile and social media play an increasingly significant role in the reporting of breaking news events in local communities around the world," said Andy Leff, chief executive officer, Meposter. "Meposter extends the power of citizen journalism, offering an easy way to report and share an eyewitness' view of local news as it's happening."

Meposter's eyewitness check-in feature allows others at the scene to post their own accounts of a news event along with photos and video. Contributors can earn "Press Passes," which work like check-in badges, offering rewards for Meposters who reach contributed content milestones. Press Passes are redeemable for items in the Meposter store, including partner offers and merchandise.

Familiar social and mobile design features enable Meposter contributors to get started quickly. A customizable profile allows contributors to create their unique Meposter identity. Pinpoint mapping offers a geolocal view of news.

"The growth of location awareness and multimedia capabilities in smartphones create unique market conditions to arm citizens to capture and report on local news and events," said Mike Boland, senior analyst with BIA/Kelsey. "When you also consider the continued growth of social sharing for pictures, video and status, it's a timely opportunity for Meposter."

Meposter features standard news categories used by local media organizations for an intuitive user and audience experience. Categories include: announcements, business, classifieds, crime, entertainment, health, nightlife and events, odd news, opinion, politics and government, real estate, restaurants, science and technology, sports, style, traffic, travel and weather.

Meposter has teamed up with several events and publications, including Forbes Magazine, Vans Warped Tour, Rockstar Mayhem Festival, and Willie Nelson's Country Throwdown Tour. Each event and publication will have select Meposter Press Passes (and prizes when available) for Meposters once they have completed certain criteria. Meposter is also launching a massive social media contest called the "Million Man Launch" to gain awareness about the app. For more information on the events and contest, visit www.meposter.com.

The Meposter mobile app is available for iPhone and iPod Touch. An Android version of the app is in development. To learn more, visit www.meposter.com or search "Meposter" on iTunes to get the free Meposter app.

[more](#)

About TechCrunch Disrupt

TechCrunch Disrupt NYC 2011(<http://disrupt.techcrunch.com>) is TechCrunch's second annual conference in New York City attracting over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference. The conference is May 23-25, 2011, at Pier 94 located at 711 12th Avenue (at 55th Street & West Side Hwy) in Midtown New York.

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