

Max Borges Agency Launches Mobile Application Division

Miami, FL - March 1st, 2009 - Max Borges Agency, the only PR agency focused 100% on consumer electronics and personal technology in the United States, has announced the grand opening of its Mobile Application Division. Due to rapidly growing mobile software-based product availability and the need for public relations representation, the MBA Mobile Application Division (MAD) was created. Specializing in catering to the unique needs of mobile software development companies, MAD will generate product buzz and provide guidance in the various aspects of public relations and web 2.0 social marketing tactics.

“Over the past 6 months, applications have made an enormous impact on the CE industry and have rapidly developed into a major segment of our clientele,” said Max Borges Agency Founder and President, Max Borges. “There is an obvious need for exposure and professional public relations strategy management in this incredibly competitive industry. Through our extensive tech media contact database we are poised to provide our clients with a big leg up on their competitors,” added Borges.

MAD is currently in operation and has an established relationship with a high volume of editors, bloggers and producers who have or will be covering the application industry.

“The list of media outlets that plan to cover applications continues to grow as more consumers gain an interest in what is available to them. Ignoring this phenomenon will certainly prove to limit the growth of an application company’s bottom line,” said Borges.

For additional information on Max Borges Agency, please visit www.maxborgesagency.com.

For more information on the MBA Mobile Application Division, please contact agency representative Ryan Hanley at ryanhanley@maxborgesagency.com or 305.576.1171 x25.

About Max Borges Agency

Located in Miami, FL and founded in 2001, the Max Borges Agency is the nation’s only 100% consumer electronics and technology-focused public relations agency. The Max Borges Agency represents 30+ clients spanning the computer, music products, mainstream consumer and mobile software application industries. The agency’s unique approach to generating volumes of exposure for its clients has lead to millions in exposure and working relationships with Last Gadget Standing, Tiger Direct.com, EB Carlson, D&H Distributing, Propel Media Events, PEPCOM, Showstoppers, RetailVision and a number of other industry leading distributors and media event companies. The agency has also been recognized by the *South Florida Business Journal* and the public relations industry’s leading trade publication, *PR Week*. For more information, please visit www.maxborgesagency.com.