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Z-think, LLC Announces Z-book Contact Back-Up Application

Now Part of Blackberry Application World

Alpharetta, Georgia – September 8, 2009 – Z-think, LLC announced today its *Z-book* contact back-up application is now included in the *Blackberry Application World*. *Z-book* allows consumers to store important contact information including addresses, emails, phone numbers and picture information in a completely secure infrastructure.

Z-book utilizes an OTA solution which allows the user to sync, add, delete or edit contact information without having to connect their handset via cable to their PC. Stored information can be modified either from the user's mobile handset or a personal computer, on demand or on a regularly-timed interval. With the Z-book application, consumers no longer need to worry about losing important contact information if their mobile handset is lost, stolen or damaged. The contact information can be retrieved quickly and loaded onto a new mobile handset at the command of the user.

“Z-book allows the user to have secure and easy access to all of their contact information, which is always available to them in the event of a handset problem. *Z-book* negates the user from having to constantly connect their Blackberry to a PC to add or modify contact information. We all know how important our contact lists have become in the normal course of our daily

lives, whether it be for business or personal reasons,” remarked Brian Moroney, COO for Z-think, LLC. “The Blackberry Application World provides increased access to Z-book for the many people who manage their activities through their Blackberry mobile handset, and rely constantly on having a complete and current contact list,” added Moroney.

All Z-book contact information is contained in a secure, redundant infrastructure that only the authorized user can access. With multiple points of redundancy, users can be assured their contact information can be retrieved when needed.

Z-think, LLC has headquarters and operations facilities in Alpharetta, Georgia. For a demonstration on Z-book and all other unique mobile application products from Z-think, contact Bill Bernhart, at (678) 735-5522 or Eric Ankenbrand at (214)-505-0131.

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