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AMVETS NEWS

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EMBARGOED until Monday, August 9th

AMVETS ANNOUNCES MOBILE APP FOR IPHONE, IPOD TOUCH AND BLACKBERRY

LOUISVILLE, Ky., Aug. 9, 2010—[AMVETS](http://www.amvets.org), one of the nation's leading veterans' organizations, and [FraternalSoft, Inc.](http://www.fraternalsoft.com), an innovator in mobile software, announced [AMVETS Mobile](#) for the iPhone, iPod Touch and Blackberry platforms today at the 66th annual AMVETS National Convention. AMVETS Mobile is the first mobile communications tool for of its kind for America's veterans.

"Since our inception, AMVETS has prided itself with assisting veterans and promoting veterans issues," said Duane J. Miskulin, AMVETS National Commander. "AMVETS Mobile is the latest weapon in our communications arsenal."

AMVETS Mobile will provide the mobile veteran with the ability to:

- Locate AMVETS posts or thrift stores
- Find their local AMVETS National Service Officer
- Connect with AMVETS National Headquarters
- Keep up to date on veterans' issues via integration with the AMVETS National Web site, Twitter and Facebook accounts

"At AMVETS we realize that the demographics of the American veteran are changing, and the need for instant communications with our membership is key to keeping them engaged and informed," said Jim King, AMVETS National Executive Director. "With AMVETS Mobile, a new generation of veterans will now have instant access to news, events, and be able to locate more than 1,200 AMVETS posts and thrift stores right from their mobile phones."

AMVETS Mobile features include:

- Find local posts and thrift stores via "Near Me" geo-location services.
- Search for posts by name, location, area code, or meeting time.
- Map and create a route from your current location to a post or thrift store.
- View post Web sites and send e-mails without leaving the app.
- Mark "favorite posts" and keep track of posts visited.
- Keep personal notes about any post, thrift store or National Service Officer.
- Keep up to date on AMVETS news and events.

- See the latest AMVETS buzz with in-app Twitter and Facebook integration.
- Watch videos via the AMVETS channel on YouTube.

“We are so proud and honored to be partnered with AMVETS in the creation of AMVETS Mobile” says Eric D. Madison, chief executive officer of FraternalSoft, Inc. “FraternalSoft was founded with a mission of ‘Connecting People through their Passions’ and no group is more passionate or dedicated than the American Veterans.”

AMVETS Mobile for iPhone and iPod Touch is available for immediate download via the iTunes App Store and is priced at \$6.99. AMVETS Mobile for Blackberry will be available via Blackberry App World in October 2010.

About AMVETS:

A leader since 1944 in preserving the freedoms secured by America’s armed forces, AMVETS provides support for veterans and the active military in procuring their earned entitlements, as well as community service and legislative reform that enhances the quality of life for this nation’s citizens and veterans alike. AMVETS is one of the largest congressionally-chartered veterans’ service organizations in the United States, and includes members from each branch of the military, including the National Guard and Reserves. To learn more visit www.amvets.org.

About FraternalSoft, Inc.:

FraternalSoft, Inc. is a leading provider of mobile applications for Fraternal, Social, Civic, Support and Government organizations. Our mobile software platform called CliquePlatform™ allows rapid development of applications across an array of mobile devices. . To learn more about FraternalSoft visit www.fraternalsoft.com or follow us on Twitter [@fraternalsoft](https://twitter.com/fraternalsoft).

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