FOR IMMEDIATE RELEASE

TechLaunch Welcomes Inaugural Class of 2012

New Jersey's Technology Accelerator Begins 3-month LaunchPad Program

Montclair, New Jersey – August 13, 2012: After a rigorous selection process, TechLaunch is pleased to announce the following Portfolio Companies who have just begun their participation in LaunchPad I, an intensive, 3-month accelerator held at Montclair State University. "The LaunchPad experience," commented Mario M. Casabona, Founder & General Partner of TechLaunch, "is at once challenging, exhilarating, daunting and hopefully a lot of fun for our Inaugural Class of 2012. Expectations are high among the Mentors, Investors and the Teams themselves – not to mention the State of New Jersey -- to capitalize on the wealth of veteran talent and business expertise which will be shared during LaunchPad. Our expectation is that, come Demo Day on November 1st, the Angel and Early Seed-Stage Investors who attend will be impressed by an intriguing suite of Portfolio Companies poised for success."

The following Portfolio Companies (in alphabetical order) make up TechLaunch's Inaugural Class of 2012:

CodeSquare -
Offline-to-online mobile solution for businesses to instantly engage and reward customers, connect via social media, and lower acquisition costs. (For more, visit http://codesquare.me)

Echolocation -
Mobile social networking application that provides a real-time view of user-generated content from the individuals, organizations and local businesses of a community. (For more, visit http://echocheckin.com)

Flying Kick -
Interactive mobile menu application thoughtfully designed to improve the dining experience. (For more, visit http://flyingkick.in)

Nickelbus -
Online service for planning long-distance trips using multiple private bus companies.

Nuskool -
Online library of lessons for teachers featuring Pop-Culture content and streaming videos. (For more, visit http://nuskool.com)

Pervasive Group -
Mobile-to-mobile parental control solution for smart phones capable of preventing texting while driving and limiting content and/or usability. (For more, visit http://www.mparenting.com)

Photoflow -
Event-based photo sharing service that aggregates content from multiple users as well as images from photo booths stationed at venue. (For more, visit http://www.Photoflowapp.com)

QuickClix -
Mobile platform for planning casual events with small groups of friends.

SeamBLiSS -
Online platform that allows consumers to connect and collaborate directly with emerging fashion designers for one-off, custom-designed clothing. (For more, visit http://seambliss.com)

True College Bound -
Social media platform for athletes that connects college recruits, coaches and fans. (For more, visit http://truecollegebound.com)

About TechLaunch:
New Jersey's premier Technology Accelerator, TechLaunch was created to drive the commercialization of innovative technology within the State. Formed in collaboration with the NJ Economic Development Authority (EDA) (njeda.com), Montclair State University (montclair.edu), Casabona Ventures LLC (CasabonaVentures.com), and successful entrepreneurs, TechLaunch provides a select group of emerging Portfolio Companies early seed-stage funding, mentorship, key services and exposure to qualified investors, through a 12-week LaunchPad I accelerator program which ends in Demo Day on November 1st. To contact the team or to learn more, please visit us at techlaunch.com or email our Executive Director, Travis Kahn at travis@techlaunch.com.

About Casabona Ventures
Casabona Ventures provides management services, strategic planning, and early stage/Angel investment capital to technology driven start-up companies, with an emphasis on the Northeast region.   By partnering with dynamic executive teams, the Company works to commercialize innovative, industry-impacting technologies, driving them from the laboratory to the marketplace. For more, visit casabonaventures.com.

About Montclair State University:
Montclair State University offers a comprehensive array of undergraduate and graduate programs to a highly diverse population of 18,500 students in an expansive university setting that focuses on student learning and success. For more information, visit montclair.edu.

Contacts:

Travis Kahn
Executive Director
travis@techlaunch.com

Norma Casabona
Media Contact
norma@techlaunch.com

# # #