FOR IMMEDIATE RELEASE

NJ's Technology Accelerator Launches Startups at Demo Day

TechLaunch Graduates Class of 2014

Montclair, New Jersey, July 16, 2014: It was standing room only on Monday, July 14th at host campus Montclair State University to celebrate a third successful season for TechLaunch, NJ's premier technology accelerator where this year, seven aspiring new companies pitched their startup dreams to

an audience of angel investors, venture capitalists and business leaders. The Demo Day event marks the culmination of TechLaunch's grueling 16-week business bootcamp training program, known as LaunchPad.

<p align="center">**Figure 1 Standing Room Only in Exhibit Hall**</p>

To get to LaunchPad, a rigorous selection process rooted out the best & the brightest teams and ideas, ranging from a retrofitted interactive tablet on a supermarket shopping cart to a specialized website which provides an exchange platform for borrowing pricey outdoor camping and sporting gear at a fraction of the cost of buying it.

TechLaunch Founder, Mario Casabona expressed it best when he observed, "As important as Demo Day is for the teams to formally present to an investor audience, it's just the start as they go on to build their businesses, utilizing the training and resources offered to them during an exciting and

challenging LaunchPad. The entire TechLaunch staff and I are very proud of them and look forward to their successes moving forward."

Figure 2 TechLaunch Founder Mario Casabona Delivers Opening Remarks

So amid the cheers and tears of relief for surviving LaunchPad, the goal for each of the TechLaunch startups is simple: to use the training, guidance and support they received from all the Mentors and Advisors at the accelerator to go out and get the follow-on funding needed to grow their new companies to Success.

About TechLaunch:

Formed in collaboration with the NJ Economic Development Authority (EDA) (njeda.com) as a founding sponsor, TechLaunch, an investor led Technology Accelerator, was created in 2012 to drive the commercialization of emerging technology created by aspiring entrepreneurs. Since then it has launched 19 technology focused companies. TechLaunch provides a select group of emerging technology ventures with seed-stage funding, access to over 130 qualified mentors, business training, co-working space, key business services and exposure to qualified investors, through a proven 16-week business boot camp (LaunchPad) program. The program culminates in the July 14th Demo Day with Investor pitches and demonstrations of the developed products. To learn more please visit TechLaunch. Any media inquiries should be directed to Norma@TechLaunch.com.

TechLaunch LaunchPad 3 Companies

Animal Social Club   www.asclife.com

ASC is a social loyalty platform that helps consumers find and engage with the brands that they love most. We give users the ability to collect and trade digital reward cards from the world's top brands as well as the hottest up-and-coming designers.

FUSAR Technologies   www.fusar-tech.com

FUSAR seeks to develop the world's most advanced wearable technologies that will keep you safe on the road and racetrack. FUSAR's inaugural product is the GUARDIAN which features a true heads-up display and powerful onboard computer, provides motorcyclists with vital information about their surroundings.

Inspirity   www.inspiritysoft.com

Inspirity offers a cloud-based B2B platform for businesses to start their mobile strategy starting with a quick and easy conversion of their websites into a mobile version in just 1 click and 1 minute, with further ability to drive ongoing marketing initiatives.

MobileArq   www.mobilearq.com

MobileArq School Directory Plus is a robust and easy-to-use integrated App that combines a school directory for parents with a fundraising & group communications platform for the Parent Teacher Organization (PTA). Currently, over 20,000 parents are using MobileArq services.

Outdoor Exchange   www.usetheox.com

OX is building the world's largest community marketplace for the listing, discovery, and booking of outdoor gear. We are building that community by selling memberships for an affordable annual fee for access to high quality outdoor gear.

Retail Shopping Systems   www.retailshoppingsystems.com

RSS is transforming the in-store shopping experience. Our CartMagic product provides shoppers with a dynamic interactive visual experience, mounted right on the shopping cart handlebar.

SHIELDtech   www.shieldtechinnovations.com

SHIELDtech provides community members a unique solution that incorporates a wireless panic device, partnered with a smartphone application, to enable them to quickly and discreetly alert public safety of an emergency at the simple push of a button.

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