

EAT unveils location based iPhone Application

<http://www.eat.co.uk/app>

EAT. today launched its first iPhone application - complete with access to their full menu, nutritional data, location based Cafe locator and push notification technology.

This first application for EAT. developed by London and Australian based Internetics, is free, easy to use and has a number of features to help customers identify their nearest EAT. and what they want to eat before they step foot into the store.

The application can identify your location, using the iPhone's 'geo location' functionality, and then direct you to the nearest cafe, using an integrated map. It also carries a complete EAT. menu and up to date nutritional data for all EAT. products.

If you are a soup lover, the application allows you to set up a push notification each morning that will tell you the Soup of The Day.

The application is free, and is available from Apple's Application Store or by visiting <http://www.eat.co.uk/app> - where you will also find a series of screenshots, a video and a link to the application.

The application has been developed by Internetics - a mobile application development company based in London and Australia. The company has a series of developments and updates planned for the EAT. application.

If you would like further information on the EAT. app, please contact Clive France of Internetics Ltd, on 020 8780 3322 or clivefrance@internetics.co.uk

NOTES TO EDITORS

- The EAT. iPhone App has been developed by Internetics, a team of iPhone developers based in the UK and Australia, in partnership with EAT.
- It uses the "geo location" functionality of the iPhone to show users where their nearest cafe is.
- It also features "push notifications" and displays the full range of EAT. menus, with all associated nutritional data.
- The application, demo and screen-shots are available for use at <http://www.eat.co.uk/app>
- **For further information contact:** Clive France, Director, on 020 8780 3322 or email him at clivefrance@internetics.co.uk