

MEDL Mobile Takes NASCAR to the Line

MEDL and Walter Foster Teach Kids How to Draw NASCAR Race Cars

FOUNTAIN VALLEY, Calif., May 9, 2012 (GLOBE NEWSWIRE) -- MEDL Mobile, Inc. (OTCBB:MEDL), an incubator and aggregator of mobile technology, announced today that it has introduced a NASCAR lesson pack for the "Kids! Learn to Draw by Walter Foster" app for iPad. The new "NASCAR: Learn to Draw Race Cars" lesson pack is the latest digital drawing title in the app from art instruction leader Walter Foster, and joins 14 other lesson titles. The iPad app is now available for a limited time for free in the Apple App Store, with most lesson packs available as in-app purchases for \$2.99 each. The NASCAR lesson pack is available for an introductory price of \$3.99.

"Kids! Learn to Draw by Walter Foster" makes it exciting and easy to create digital renderings of a variety of subjects from dogs and cats to cars and planes. The free app comes with two free drawing lessons and a complete set of colorful, easy-to-use drawing tools. In addition, a huge selection of fun and challenging lessons is available for purchase within the app.

"Walter Foster Learn to Draw has become one of the most popular applications in the market," said Dave Swartz, MEDL Mobile co-founder and chief creative officer. "The addition of NASCAR is sure to thrill our current users and bring new racing fans to the platform."

"We're very pleased to be working with MEDL Mobile to ensure that kids today can receive the same quality instruction as previous generations," said Ross Sarracino, president of Walter Foster publishing.

"NASCAR is thrilled to be part of Walter Foster's time-honored mission to bring the fun and fulfillment of art and drawing to kids," said Blake Davidson, NASCAR Vice President, Licensing and Consumer Products. "As we focus on creating the next generation of NASCAR fans, it's innovative offerings like this that will assist us in making that early connection."

"Kids! Learn to Draw by Walter Foster" features include:

- Two free, pre-loaded step-by-step lessons
- Ability to purchase new lessons in-app
- Easy-to-follow, step-by-step guides in every lesson
- Realistic drawing and coloring tools
- Adjustable size for every tool
- Fun background paper options
- Freehand drawing mode
- Ability to save, share, and print any drawing

About MEDL Mobile

MEDL Mobile Inc., an early leader in the emerging mobile applications software market, is engaged in the monetization of mobile apps through four primary revenue generating platforms: (i) development of customized apps for third parties to monetize their particular intellectual

property, persona or brand, (ii) incubation of apps in partnership with third parties and from a library of more than 85,000 original apps concept submissions, (iii) sale of advertising and sponsorship opportunities directly to brands and (iv) acquisition of apps from other developers and use of a proprietary application programming interface, or API, to make Apps recommendations for our user base. The MEDL Mobile Holdings Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11366>. For more information about MEDL Mobile, please visit <http://www.medlmobile.com>.

About Walter Foster Publishing

Ninety years ago, Walter T. Foster – a well-known artist, instructor, and collector – began producing self-help art instruction books from his home in Laguna Beach, California. He originally wrote, illustrated, printed, bound, packaged, shipped, and distributed them himself. Although Walter passed away in 1981 at the age of 90, his legacy continues in a growing product line. Based in Irvine, California, Walter Foster Publishing is part of the Quayside Publishing Group. Visit www.walterfoster.com.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED and SiriusXM Satellite Radio. NASCAR fans are among the most brand loyal in all of sports, and as a result more *Fortune* 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. Also part of NASCAR is GRAND-AM Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. For more information and a complete schedule, visit www.nascar.com. Follow NASCAR on www.facebook.com/NASCAR or on Twitter: @NASCAR.

Forward-Looking Statements

Certain statements contained herein constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about MEDL Mobile's industry, management's beliefs and certain assumptions made by management. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Because such statements involve risks and uncertainties, the actual results and performance of the Company may differ materially from the results expressed or implied by such forward-looking statements. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Potential risks and uncertainties include but are not limited to the ability to integrate Inedible Software apps and platform into MEDL's product offering, the ability to procure, properly price, retain and successfully complete projects, and changes in products and competition. Unless otherwise required by law, the Company also disclaims any obligation to update its view of any such risks or uncertainties or to announce publicly the result of any revisions to the forward-looking statements made here. Readers should review carefully reports or documents the Company files periodically with the Securities and Exchange Commission.

CONTACT: Media Contact:
Chris Scuro
MEDL Mobile
Chris.scuro@medlmobile.com
(714) 617-1991 ex. 4211



Source: MEDL Mobile Holdings Inc.