MEDL Launches Hang w/ - a Live Video Social Media Platform

After Years of Stealth Development and Months of Private Beta With a Patent Pending, Hang w/ Hits the Apple App Store

FOUNTAIN VALLEY, Calif., March 20, 2013 (GLOBE NEWSWIRE) -- MEDL Mobile, Inc. (OTCBB:MEDL) – a pioneer in the creation, development, marketing and monetization of mobile apps – announced today that the patent-pending "Hang w/" live social mobile video platform has been approved for release by Apple and is available for download on the Apple App Store. The long awaited launch of this new app provides MEDL with an important new channel of advertising revenue.

"Hang w/" allows live real-time video to be sent from one phone to many. The goal of the platform is twofold: to become the premier social media network for people around the globe to connect, communicate and share experiences via live streaming broadcasts - and to enable celebrities and public figures to easily monetize their fan bases.

The platform is powerful yet extremely simple. Any user can be a broadcaster and/or a follower. After a follower receives a notification that the broadcaster is live, the follower views a short pre-roll advertisement before watching a live video feed sent directly from the broadcaster's smartphone camera. The follower is able to chat with the broadcaster and other followers during the broadcast. A post-roll advertisement ends the broadcast.

Users will also be able to send messages directly from the app to Facebook and Twitter as events happen live on Hang w/ - using the power of social media to rapidly grow the platform's user base.

"Streaming live video is definitely the hot category in the social media space," said Andrew Maltin, CEO. "There's nothing quite like being able to watch someone live, comment on the action as it happens, get actual responses from the broadcaster and have a conversation with other viewers. And the fact that it's purely mobile means that Hang w/ is where today's users are - on their phones."

"We've watched as actors, dancers, musicians, models, sports stars, agents and all sorts of personalities have all taken to the platform and begun Hanging With each other," continued Maltin. "And we're thrilled that even more celebrities and millions of new users can now jump onboard."
The company recently filed a patent to protect the Hang w/ technology and associated intellectual property, entitled, "Apparatus and method of streaming media and data to multiple computing devices."

Hang w/ is now available on the Apple App Store: http://bit.ly/hangwapp

Link to view the Hang w/ video: http://bit.ly/hangwvideo

Hang w/ will be available for Android in Q2, 2013.

Visit hangwith.com for more.

About MEDL Mobile

The Company develops, acquires and publishes a growing library of mobile applications which perform specific functions for the user on the Apple and Android platforms. The Company licenses its technology and performs custom development for key clients such as Monster.com, New York Times Company, Teleflora, Telefonica and Medtronic, allowing the company to grow the overall library of technology greatly extending the potential reach of the Mobile Brain. The Company enters into partnerships to mobilize and monetize IP with such notable names as Encyclopedia Britannica, MTV's Pauly D, Cheech & Chong, Rampage Jackson and Marlee Matlin. The Company is establishing a business model in which it expects to generate multiple revenue streams, including development fees, download and in-app purchases, advertising, sponsorship and licensing of technology. User analytics are collected by the Company's growing Mobile Brain which processes user data in order to create better distribution and monetization of mobile applications. The Company's Software Development Kit (SDK) consists of a growing suite of tools which have been designed to help developers to better market and monetize their mobile applications. For more information about MEDL Mobile, please visit www.medlmobile.com.

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.

For more information about MEDL Mobile, please visit http://www.medlmobile.com.

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