Hang w/ Partners With Westfield to Create Live Mobile Shopping Experience

Live Streaming Video Platform Creates Channel for Shopping and Fashion in Partnership With National Leading Retailer

FOUNTAIN VALLEY, Calif., Sept. 24, 2013 (GLOBE NEWSWIRE) -- Hang With Inc., a subsidiary of MEDL Mobile, Inc. (OTCQB:MEDL), announced today that it has partnered with Westfield to create a Shopping Channel on the platform.

The Hang w/ mobile app connects people around the globe through live streaming video and simultaneous chat - allowing hundreds, thousands and even millions of users to "hang with" their favorite people in real time. The platform will be monetized via a fully integrated advertising model. In the last 6 months, the app has already been downloaded more than 500,000 times and has generated more than 10,000,000 users sessions.

With more than 453 million consumer visits annually and 47 Westfield Shopping Centers across the United States, Westfield represents a diverse group of shoppers, retailers, events and experiences. The partnership will bring a select group of Hang w/ "Shopping" broadcasters into Westfield locations for special access behind the scenes, at concerts, fashion shows, product releases, sales and other retail events.

"At Westfield, we are always on the look out for new technologies that can bring our consumers, our retailers and the energy of our shopping centers together," said Shaun Swanger, Westfield VP, Marketing. "Hang With allows us to showcase what's happening right now - and allows the people watching along to comment and be part of the experience."

"Channels is the next logical step for Hang With and Westfield provides an amazing canvas for our broadcasters to create content for the Shopping Channel," said Dave Swartz, President. "Hang With users around the globe will have a front row seat to what's happening at the cutting edge of retail here in the United States."

"We've seen the retail industry embrace mobile as a marketing and sales channel," continued Swartz. "And this partnership is a fantastic endorsement by a recognized leader in shopping."

The partnership will begin with the Westfield Bright Pink Special Event at Westfield Old Orchard in Chicago on September 28, 2013 with Giuliana Rancic.

Television personality and Hang w/ broadcaster, Michelle Marie, will anchor the Shopping Channel for the Bright Pink Special Event. Marie is a regular on E! Entertainment and also
a host on Young Hollywood.com covering Entertainment and Fashion for both.

To date, the Hang w/ platform has attracted more than 80 celebrities and athletes including 50 Cent, Timbaland, Kaskade, Paula Abdul, Shaun T Fitness, Terrell Owens, Cheech and Chong and Jamie Kennedy.

Visit http://www.hangwith.me/michellemariety or follow MichelleMarieTV on Hang w/ to tune in.

Hang w/ is now available on the Google Play Store: http://bit.ly/hangwandroid

Hang w/ is now available on the Apple App Store: http://www.hangwith.me/iPhone

A Hang w/ promo video is available here: http://bit.ly/hangwpromo

You can learn more at http://www.hangwith.com.

About MEDL Mobile

MEDL has led mobile strategy, ideation, development, marketing and monetization for many of the biggest names on the planet - in areas diverse as entertainment, telecom, medicine, education and retail - for such prestigious clients as Hyundai, Taco Bell, Monster.com, The New York Times Company, and Telefonica. The Company enters into partnerships to mobilize and monetize IP with such notable names as Encyclopedia Britannica, Real Madrid, Cheech & Chong and Marlee Matlin.

MEDL's patent-pending Mobile Brain is a powerful analytic engine which classifies users according to their Mobile Lifestyle via a Detailed Anonymous Profile (D.A.P.) and learns to make recommendations based on a predictive algorithm.

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

For information about partnership, advertising and sponsorship opportunities within Hang w/, contact Peter Elkin at peter@hangwith.com.

About Westfield

The Westfield Group (ASX:WDC) is an Australian-based company with interests in more than 100 shopping centers in Australia, Brazil, New Zealand, the United Kingdom and the United States. In the U.S., the Group has a portfolio of 47 shopping centers that are home to nearly 8,000 specialty stores and comprise approximately 55 million square feet of leasable space in California, Connecticut, Florida, Illinois, Indiana, Maryland, New Jersey, New York, North Carolina, Ohio and Washington.

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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