



FOR IMMEDIATE RELEASE

STANFORD, CA – June 17, 2009

Inedible Software, LLC announced today the launch of their newest iPhone application, POW. POW uses the iPhone's built-in accelerometer to detect when the user makes a punching motion and plays a corresponding sound-effect.

"I was walking down the hall air-punching and making ridiculous noises, and I realized I wanted to create an app for that," said Edward Marks, one of Inedible Software's co-founders. "We were able to leverage our accelerometer expertise from Shotgun Free / Pro and Air Guitar to write what we think is the best punch-detector on the market."

"I think it's absolutely absurd," said co-founder James Anthony.

PRICING & AVAILABILITY

POW is available at no cost on the iTunes App Store and is compatible with all iPhone and iPod touch models.

ABOUT INEDIBLE SOFTWARE, LLC

Inedible Software was founded by James Anthony and Edward Marks while studying at Stanford University. They began developing iPhone applications after taking Stanford CS193P: iPhone Development, the first ever university iPhone class, offered Fall 2008 and taught by two Apple employees. Following the success of their first applications, they decided to pursue iPhone development full-time. Their most popular application, Shotgun Free, has been downloaded by over 3.2 million people to date.

WEBSITE

<http://www.inediblesoftware.com>

CONTACT

press@inediblesoftware.com