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WHERE THE %@&#! DID I PARK??!

*New application available on BlackBerry App World
AUTOMATICALLY remembers where you parked*



TORONTO, Canada – July 21, 2009 – VQ CarFinder™ (www.4carfinder.com), the only vehicle locating smartphone application that AUTOMATICALLY remembers where you parked, is now available on BlackBerry App World™ for GPS-enabled BlackBerry® smartphones. A free trial of the FULL version of VQ CarFinder is being offered to users to promote the launch of this innovative new application.



"Everyone has a story about forgetting where they parked and being stressed out by it", says Harris Korn, VP Marketing of [Xpressions Inc](http://www.xpressionsinc.com) (creators of [VQ CarFinder](http://www.4carfinder.com) and a member of the BlackBerry® ISV Alliance Program). "It happens all the time... like when people are talking on their cell phone, when they're running late for a meeting, or when their kids are screaming in the back seat. VQ CarFinder automatically remembers where you parked and guides you back to your car, so it removes this stress from your life."



With VQ CarFinder, you don't have to do anything when you park. Then, when you want to find your car, you simply click the VQ CarFinder icon on your BlackBerry smartphone and BlackBerry® Maps guides you back to your car (with the map and directional arrows continuously updated as you walk toward your car).

"With other car locating applications, you have to launch them when you park so they can mark where your car is. If you forget to do this, those apps have no way of knowing where you parked... so when you really need them – when you're distracted and not thinking about where you parked – they can't help you find your car," continues Korn. "VQ CarFinder doesn't have this issue because it automatically remembers where you park every time, so you don't need to remember to do anything until you want to find your car."

BlackBerry smartphone users can download a free trial of the FULL version of VQ CarFinder on BlackBerry App World (www.blackberry.com/appworld) or from the VQ CarFinder site. After the trial period users can purchase a VQ CarFinder license for the special introductory price of just \$9.99 (regular price is \$24.99).

"We've tested VQ CarFinder with a lot of drivers. Once they saw how easy VQ CarFinder was to use, and how it saved them a *lot* of stress, they wondered how they ever lived without it," explains Korn.



VQ CarFinder software uses the capabilities of a GPS-enabled BlackBerry smartphone along with in-vehicle Bluetooth® (or a VQ Bluetooth Car Charger) to determine when and where the car is parked (when the user starts their car, VQ CarFinder notes the existence of the Bluetooth signal and automatically launches the GPS; when the user turns off their car, VQ CarFinder notes the loss of the Bluetooth signal and stores the last GPS waypoint as the location of the parked car). "Bluetooth is already a common feature in a wide range of cars, and is projected to be in 73% of new cars by 2013", explains Korn, "and for people who don't have in-vehicle Bluetooth, they can purchase a VQ Bluetooth Car Charger, which works just like a regular car charger but which also has a Bluetooth chip in it". To purchase a VQ Bluetooth Charger for just \$19.99 plus shipping & handling (regular price is \$39.99), users just launch their purchased copy of VQ CarFinder software, click Select BT Device, then click Purchase. Purchases are securely processed using PayPal®. The VQ Bluetooth Car Charger comes with both micro-USB and mini-USB adapters and works with all BlackBerry smartphone models.

VQ CarFinder works on BlackBerry smartphones that have built-in GPS, including the BlackBerry® Storm™, BlackBerry® Bold™ and various models in the BlackBerry® Curve™ series.

For more information go to www.4carfinder.com.

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About Xpressions Inc:

Xpressions Inc. (www.xpressionsinc.net), creators of VQ CarFinder (www.4carfinder.com), is a Product Innovation and Marketing Consulting company that invents and markets new and innovative technology-driven products and services including VQ CarFinder. Xpressions Inc. is a BlackBerry Alliance Member, and is located in Toronto, Ontario, Canada.

Photo Gallery and Press Releases: <http://news.4carfinder.com>
VQ CarFinder Website: www.4carfinder.com

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