



XPRESSIONS INC.
Conceive. Create. Deliver.

FOR IMMEDIATE RELEASE

Press Contact:

Harris Korn

Xpressions Inc.

416-888-4344

harriskorn@xpressionsinc.net

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

Best stories and videos win BlackBerry smartphones; new video on YouTube

TORONTO, Canada – August 4, 2009 – VQ CarFinder™ (www.4carfinder.com), the only vehicle locating smartphone application that AUTOMATICALLY remembers where you parked, has launched a "Where the %@&#! Did I Park??!!" contest (www.4carfinder.com/lostmycar.aspx). Contest participants can win BlackBerry® smartphones and other great prizes.

"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.net) (the creators of [VQ CarFinder](http://www.4carfinder.com) and a BlackBerry® ISV Alliance Program member). "It happens all the time... like when you're talking on your cell phone, running late for a meeting, or when your kids are screaming. VQ CarFinder automatically remembers where you parked every time you parked, then guides you back to your car, saving you a lot of stress."



"We created a short animated video about the frustration of losing your car that we've posted on our [YouTube](http://www.youtube.com/4carfinder) channel (<http://www.youtube.com/4carfinder>)," added Korn, "and we're running a contest so people can share their 'lost my car' stories and win great prizes." Winning entries will receive a BlackBerry smartphone and other great prizes. Contest entries can be videos (live, animation, claymation or other creative forms) or in written form (max. 500 words). To enter, go to www.4carfinder.com/lostmycar.aspx, click POST and follow the prompts. Entries that meet the Contest Rules & Reg's will be posted for others to see, rate and comment on. Contest officially opens Aug. 4, 2009 and runs through Sept. 20, 2009 (end date subject to change).

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](http://www.4carfinder.com). After the trial period BlackBerry smartphone users can purchase a VQ CarFinder license for the special introductory price of just \$9.99 (regular price is \$24.99). VQ CarFinder interacts with your in-vehicle Bluetooth or with a VQ Bluetooth Car Charger, which is just \$19.99 plus S&H (regularly \$39.99 plus S&H) at www.4carfinder.com when you purchase a VQ CarFinder license.

VQ CarFinder works on BlackBerry smartphones that have built-in GPS, including the BlackBerry® Tour™, BlackBerry® Storm™, BlackBerry® Bold™, BlackBerry® 8900 and select BlackBerry® Curve™ smartphones. For more information go to www.4carfinder.com.

- 30 -

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

© 2009 Xpressions Inc. All Rights Reserved. VisionQuest CarFinder and related marks, images and symbols are exclusive properties and trademarks of Xpressions Inc and VisionQuest Innovations. The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited. Bluetooth and related marks, images and symbols are exclusive properties and trademarks of Bluetooth SIG.