

**CONTACT:**

**Mojungle, Inc.**

Matthew Abbitt, C.O.O.

[matthew@mojungle.com](mailto:matthew@mojungle.com)

1 (614) 344-4645

## **Mojungle Announces Release of Mobile Technology Application Programming Interface (API)**

**Columbus, Ohio, October 10, 2007:** Mojungle Inc. [www.mojungle.com](http://www.mojungle.com) announces the launch of its Application Programming Interface (API). By utilizing **Mojungle's API**, companies can now leverage Mojungle's mobile application technology to offer mobile services to their user base.

With **Mojungle's API**, companies can capture digital pictures and videos submitted from mobile phones to any email address, or common short code (CSC) used in short messaging service (SMS) campaigns. The electronic media is passed to Mojungle, parsed, and posted to an URL where it can be administered. **Mojungle's API** captures several data elements that allow API customers to submit text messages back to their users' mobile phones.

**Mojungle's API** can be integrated into an application with minimal custom programming. This gives companies the opportunity to add mobile services to their core offerings, and can create an opportunity for a new revenue stream from mobile advertisements. Several levels of support and licensing are available to assure a seamless fit with each client's business practices.

Matthew Abbitt, C.O.O. of Mojungle states, "The demand for application mobility is rapidly increasing. Mojungle has been at the forefront of meeting this demand by providing a highly scalable mobile technology solution, which can support almost any mobile handset, with any mobile service carrier. With the launch of **Mojungle's API**, Mojungle can now offer this unique mobile technology to other companies who are looking to go mobile."

### **About Mojungle Inc.**

Founded in 2006, and acquired by Peak Performance in early 2007, Mojungle offers a progressive social network and mobile media sharing application based on innovative mobile technology. Mojungle supports an extensive list of digital file formats, which enables users to submit pictures and videos to a virtual community from mobile phones and email accounts. Each user has several options for administering their personal accounts, as well as the option to post a Mojungle player on other social networks and blogs. Mojungle's API enables companies to leverage the Mojungle mobile technology as a way to add mobile services to their applications. For more information about Mojungle Inc., visit Mojungle's website at [www.mojungle.com](http://www.mojungle.com).

### **About Peak Performance Solutions, Inc.**

Founded in 2004, Peak Performance is an end-to-end insurance process solution provider offering insurance organizations one-stop shopping for technology solutions and services that deliver measurable and defensible ROI, from reduced operating costs to improved loss ratios. Our unique approach combines mature and proven software solutions with web services and other modern technologies to redefine end-to-end processing. Others look to end-to-end as little more than automating processes from policy and claims, while we extend the definition to include streamlining processes throughout the entire operation. For more information about Peak Performance products and services, visit Peak's website at [www.peakpsi.com](http://www.peakpsi.com).

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