



Life in Mobile, Inc Obtains MBE Certification from NMSDC

Life in Mobile successfully completes the Minority Business Enterprise Certification with the New York & New Jersey Minority Supplier Development Council

New York, NY – November 14, 2016: Life in Mobile, Inc, a leader in mobile consumer engagements, announces that it successfully completed the Minority Business Enterprise certification process with the New York & New Jersey Minority Supplier Development Council® (NJNYMSDC®), an affiliate of the National Minority Supplier Development Council® (NMSDC®).

"We are honored that the NJNYMSDC board determined that Life in Mobile's employees and business processes met their stringent standards and granted us certification," stated John Lim, Life in Mobile's CEO. "This is exciting news for the company, and we look forward to working with other members of this community of certified minority suppliers and corporate sponsors."

The primary objective of the NMSDC is to provide a direct link between corporate America and minority owned businesses. Chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes, the NMSDC is one the country's leading business membership organizations.

With the NMSDC goals to expose minority owned businesses to the corporate buying market, provide companies with information on qualified MBE suppliers, and to increase corporate purchases from minority owned businesses; MBE certification has the potential to increase business opportunities for Life in Mobile and its partner clients. This acquisition will strengthen Life in Mobile's mission to humanize the mobile world.

About Life in Mobile: Life in Mobile designs and builds impactful mobile consumer engagements that focus on the human behind the device, not the device itself. All solutions, guided by the Human™ Theory, incorporate cutting edge mobile technology and highest performing strategies to maximize levels of engagement and increase ROI. Life in Mobile also offers trademarked platform solutions to help bring your marketing to the next level. linknexus™, WinLocal™, Consumer Engagement Platform, Mobile Business Card™, and Smart Mobile Cards that help you connect with consumers in new, creative ways simply. Learn more at www.lifeinmobile.com.

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