

FOR IMMEDIATE RELEASE

May 26, 2010; World MS Day

Contact:

Bill or Michelle Dolinar

BDDevco iPhone/iPad Applications

Changing the world one app at a time

<http://www.bddevco.com>

Multiple Sclerosis charityware for Apple iPhone/iPad gets 100th download day before World MS Day

American Fork, UT -- Two years ago when iPhone applications first launched, professional programmer Bill Dolinar, like thousands of others, decided to try his hand at iPhone programming. Unlike many programmers though, when he saw the potential of iPhone applications he immediately thought not of making millions for himself but of making millions to give away.

"Seeing how many people downloaded Bill's first application, ShakeItUp, was very exciting," Bill's wife Michelle said. "People from all over the world were using his application! My first thought was of making millions and retiring early. Bill's first thought was of raising money to find a cure for a disease that has affected millions, including my sister Marianne." And that's how the idea for CureMS came to be.

A little over a month since its release, CureMS has had just over 100 downloads, getting its 100th download on May 25th the day before WorldMS day, and has earned almost \$70. Currently CureMS averages two downloads a day. Proceeds from the CureMS application will be donated to the National MS Society. Apple's policy is to pay programmers after they have earned at least \$150.

CureMS is a simple tab-based application containing facts about Multiple Sclerosis (MS) and links to the NMSS website. There is a tab with a Donate button that directs users to a website where they can donate directly to the National MS Society. And on the last tab there is an animation that visually represents what people can do to help others who have been touched by MS.

In light of World MS Day on May 26th the BDDevco team is looking for native-speaking translators to translate the text of their application so people around the world can benefit from the information in it. "It was really exciting to get a review from a guy in the UK that thanked us for making the application. He said that it really helped him explain the disease to his family. Things like that are very encouraging," Michelle said. Anyone interested in helping with the translation of the CureMS app should contact Michelle or Bill through their company's application website, <http://www.bddevco.com/>.

Meanwhile, the Dolinars continue to refine their application.

For more information: <http://www.bddevco.com>