

Rearden Commerce Delivers World's Most User-Friendly Mobile Personal Assistant

New Rearden Commerce™ Mobile Personal Assistant Provides Road Warriors Instant, Anywhere Access to Personalized Travel Itineraries, Status & Alerts, Ground Transportation, Weather and Integrated Communications

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Rearden Commerce, Inc., creator of the first web-based personal assistant and a leading choice of CFO's for managing spending on business services, today announced the introduction of the Rearden Commerce™ Mobile Personal Assistant. Business travelers equipped with BlackBerry™ smart phone devices can now enjoy instant access to their Rearden Personal Assistant™ from anywhere. The new Mobile Personal Assistant is unique in its personalization, ease of use and breadth of services. Unlike traditional mobile applications, the Rearden Commerce Mobile Personal Assistant is the first of its kind to account for the user's identity, presence, and the context of what they're doing — and deliver personalized real-time information, whether in the office or on the road. The Mobile Personal Assistant is already live with hundreds of Rearden Commerce customers representing hundreds of thousands of users.

“There's no other way to say it: traditional travel booking tools have failed today's business traveler,” said Patrick Grady, founder and CEO of Rearden Commerce. “Simply presenting travelers with static itineraries or scaled-down versions of clunky and obsolete booking tools is not the solution for road warriors who need real-time updates and immediate access to critical itinerary and travel services information. That's why we created the Rearden Commerce Mobile Personal Assistant. It's a game-changing application, custom-built for smart devices, that stays one step ahead of road warriors at all times and puts valuable real-time travel information at their fingertips. Our customers are already telling us the Mobile Personal Assistant is making a huge difference in their business travels.”

The workforce is on the move. According to analyst firm IDC, there will be more than one billion mobile workers worldwide by 2011. This group is inundated with a variety of disparate mobile applications, none of which offers the intuitive and personalized user experience delivered by the Rearden Commerce Mobile Personal Assistant. Like a seasoned executive assistant, the Mobile Personal Assistant keeps users on schedule, proactively notifies them of delays, and helps them find and book the services they need while on the go.

Rearden Commerce, Inc.

Rearden Commerce makes life simpler by delivering a web-based personal assistant that intuitively manages the everyday details of business and personal life. Just like a seasoned executive assistant, the Rearden Personal Assistant handles an impressive array of tasks and services, and delights users by considering their unique needs and personal preferences. The Rearden Personal Assistant is built on the Rearden Commerce™ Platform, which supports an ecosystem of more than 137,000 trusted merchants and third-party applications providers. Today, more than one million contracted users at organizations ranging from the Fortune 500 to small/medium enterprises, including ConAgra Foods, Glaxo Smith Kline and JDSU, rely on the recommendations and assistance of the Rearden Personal Assistant to save time and be more efficient, while saving their companies money. Rearden Commerce is headquartered in Foster City, CA. For more information, visit reardencommerce.com.

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