



Bizmosis Introduces *BizTravel*

Fully Interactive, City-Specific Travel Guides Exclusively For Business Travelers Available for the Apple iPhone (and Soon For Other Wireless Phones & Devices)

For Immediate Release

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February 8, 2010 (Atlanta, GA) – Bestselling author and travel writer **Jason R. Rich** has teamed up with iPhone application developer **Bizmosis**, to create a series of fully-interactive, city-specific travel guides designed exclusively for business travelers.

BizTravel New York will be the first edition in this unique application series, slated to be launched through the Apple iTunes App Store in March 2010, followed by additional **BizTravel** city editions for Orlando, Washington, DC, and a handful of other major cities later this year.

Each **BizTravel** application will contain the same amount of informative and timely content someone would find in a full-length, printed travel guide, but they'll also be able to utilize a variety of highly useful interactive elements and features, each designed to help business travelers save time and money when visiting a specific city for business or work-related purposes, such as attending a trade show, or meeting with an important client.

Divided into categories, each **BizTravel** application will help busy and cost-conscious business travelers choose appropriate accommodations (with detailed hotel reviews), plus book low-cost airfares, find restaurants, seek out entertainment options, navigate their way around a city and its convention center, find needed resources within a city, and discover travel tips that will save them time, reduce their stress, plus potentially save them a fortune in travel and business-related expenses in conjunction with each and every trip to that city.

“We designed these iPhone apps to be extremely easy-to-use and highly informative. Each is chock full of detailed reviews and original photos of hotels, restaurants and attractions, for example, plus each application contains literally hundreds of city-specific travel tips designed to save a business traveler time and money. Our goal was to capture the knowledge of top hotel concierges and travel agents, and make that information easily accessible from an iPhone – anytime and anywhere,” stated **Jason R. Rich**, the nationally recognized travel writer who developed and wrote the original content for each **BizTravel** application.

When someone downloads the **BizTravel** iPhone app for the city they’ll be visiting, at their fingertips will be all of the information they need to make their trip as productive, profitable and stress-free as possible.

Each core **BizTravel** app will be available *free-of-charge* to all iPhone users. However, a small fee will be charged to access highly detailed, “premium” content, that will be updated continuously throughout the year, insuring that the user always has access to the most accurate and timely travel information possible about a specific city.

“There are dozens of travel apps available for the iPhone, but none offer the amount of high-quality and professionally produced content, or the level of interactivity that the **BizTravel** apps offer. Plus, the **BizTravel** apps are designed exclusively to meet the unique needs of business travelers. For example, our apps will help a user find the closest FedEx/Kinko’s, choose the best place to wine and dine an important client, or discover tips for booking or changing travel plans on a last-minute basis,” said Keith Landers, CEO of **Bizmosis**.

Landers added, “We are extremely proud of these innovative new apps and all that they offer to business travelers. They truly make full use of the interactive capabilities that the handheld iPhone offers, especially when its connected to the wireless Internet. By teaming up with Jason Rich to create our content for these travel apps, and then utilizing some of the best iPhone programmers and application developers in the business, I believe what we’ve created with the **BizTravel** apps is both extraordinary and cutting-edge.”

Jason R. Rich and representatives from **Bizmosis** are available for interviews to offer travel tips for business travelers, or to discuss how the latest cell phones can be used as tools to greatly enhance a business traveler's productivity. High-resolution screen shots and additional information about the **BizTravel** applications are also available upon request.

About Jason R. Rich

Jason R. Rich (www.jasonrich.com) is the bestselling author of more than 39 books, including over a dozen full-length travel guides, published by companies including Entrepreneur Press, Thomas Cook, Globe Pequot and Adams Media. He has also contributed hundreds of travel-related articles to the *New York Daily News* newspaper (circulation 2.5 million), as well as to a handful of national magazines and popular websites, including Virgin Atlantic's vTravelled.com, TravelMuse.com and LowFares.com.

About Bizmosis

Headquartered in Atlanta, **Bizmosis** (www.bizmosis.com) delivers innovative and entertaining experiences for users of mobile devices. The company's talented designers create breakthrough applications that win sales among consumers and generate interest among fans of new technology.

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