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Ascend Integrated Media, LLC, partners with Handmark, Inc. to create smartphone applications for its custom media and event clients.

Overland Park, KS —February 2, 2010 — Ascend Integrated Media, a custom media company based in the Kansas City area, announces that it has signed a partnership agreement with Handmark, Inc., to create and distribute mobile smartphone applications for its varied clientele. Ascend is one of Handmark's first partners to leverage its Mobile Publishing Platform to launch custom media and event-based mobile applications.

Ascend handles the custom media needs of association and industry clients including healthcare, gift, fashion, home décor, fishing, automotive, trucking and mining, as well as for major charitable organizations and Fortune 500 companies. The applications created jointly by Ascend and Handmark will be used to provide mobile access to the wide array of content-rich products that Ascend creates. Mobile applications available to clients will include web and landing page access, e-newsletters, digital magazines and newspapers, database-driven buyers' guides, interactive maps, exhibit guides and directories. Custom media applications serve to enrich the experience of the attendees, customers and members of these organizations whether centered around a trade show, event, as a reference tool or merely to keep informed on the latest news in their area of interest.

Cam Bishop, CEO of Ascend, said "We chose Handmark because we see the future of mobile as being far more than just a way to deliver website content for clients but also as a way to introduce new methods for our clients to communicate, share and interact with their clients as the dynamics of social media increase in importance. Handmark's market presence, flexibility and proven performance make them the ideal app partner. Its flexibility, highly trafficked app store and platform-agnostic distribution capabilities put it dramatically ahead of the dozens of one-off app developers in the market today."

Handmark is the leading developer and distributor of mobile applications and services, specializing in solutions for publishers and media companies. Handmark will assist Ascend in launching its mobile applications across all major platforms including BlackBerry, iPhone, Windows Mobile, Android and Palm webOS handsets.

The ability to offer current and future clients the latest in mobile technology in an appealing format is very important to Ascend. "Comparing it to our previous application, it is a terrific upgrade. Besides the added features and capabilities, the presentation is so much more user-friendly. I know our clients who used mobile last year will be delighted, and the new clients who add mobile this year will be impressed," said Ascend's Director of Content, Rhonda Wickham.

About Ascend Integrated Media - Ascend Integrated Media is a custom media company. Established in 1982 in Overland Park, Kansas, Ascend's portfolio of clients and their communication objectives are diverse and reflect a broad array of American commerce. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company's highly skilled team of media professionals engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. As a result of its strength in media sales, Ascend often turns what would be an expense into a profit center through cost reduction and the sale of both print and digital advertising and sponsorships. Ascend's suite of fully integrated products and services include print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific handheld device application development, as well as social media account management (such as Twitter and Facebook) and targeted text and text couponing services.