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NEW PAGEONCE IPHONE OFFERING ACHIEVES TOP 5 POSITION AMONG THE APPLE® APP STORE PRODUCTIVITY APPLICATIONS

iOnce, the first free personal Internet assistant, for the iPhone being downloaded by over 10,000 users a day

Palo Alto, Calif. – July 15, 2008 – Pageonce, the first Personal Internet Assistant, today released initial download numbers for its iOnce mobile application for the iPhone and iPod touch. Pageonce's iOnce Personal Assistant, made available to the Apple App Store on July 13, is a new free, easy and secure consumer utility that allows users to access and view all of their personal online accounts from a single mobile service.

Within 48 hours of launch in the Apple App Store, Pageonce's iOnce Personal Assistant application is ranked in the top 5 applications in the Productivity category. Closely ranked with applications such as Yelp, Twitter, Last.fm and PayPal, the iOnce Personal Assistant is in the top 50 in Popularity out of all free applications available.

Why Everyone Needs iOnce by Pageonce – the first Personal Mobile Internet Assistant

Think about all you do online: read email, confirm travel plans, monitor mileage points, verify bank and credit card account balances, order movies from Netflix, find out what's going on in social networks, check cell minutes, and more. It's annoying to manage all that stuff on your computer, but it's next to impossible to do via your iPhone or iPod touch. With the incessant scrolling, clicking, and on-the-go password memorization you have to do on your mobile, the process that takes 15 minutes at home or in the office can take forever when on the move. This is why Pageonce has created the iOnce Personal Assistant, an application designed to help ease the pain of managing your online life on your mobile.

"iOnce by Pageonce is the first and only mobile application that literally places all of your personal online accounts in the palm of your hand. We consolidate all of your accounts in one application and allow you to access and view them via the iPhone and iPod touch," said Guy Goldstein, CEO and Co-founder of Pageonce. "We are very excited to be part of the Apple App Store and to offer our service in a mobile capacity to the millions of consumers who use the iPhone and iPod touch on a daily basis."

iOnce by Pageonce supports thousands of Internet accounts from the following categories: email, finance, social networking, utilities, travel, and shopping. Users also have the option to receive timely notifications via the mobile app or email alerts when important changes occur in their accounts – new travel itineraries, mileage points earned, flight status updates, approaching cell minute limits, package delivery dates, bid results alerts and important balance changes – all without ever having to surf multiple websites, login or remember various passwords. Pageonce employs military-level security and is certified by TRUSTe, McAfee Hacker Safe and VeriSign. With Pageonce, users can actually increase their Internet and mobile security by assigning different usernames and passwords to each of their accounts and simply managing them all directly from Pageonce.

Once you set up your account, you can relax; iOnce by Pageonce works for you.

Brad from Los Angeles, California finds great use in the service. "Pageonce is exactly the solution I've been looking for," he said. "I view all my relevant data in one interface. With the new iPhone application, all my relevant data will be at my fingertips. Great stuff!"



Since the site's public launch in June, Pageonce has doubled its user base and currently has over 100,000 live provider accounts.

About Pageonce

Pageonce, the first Personal Internet Assistant, provides a new fast, free and easy consumer service that allows users to access view and manage all of their personal online accounts from a single secure application. Founded in 2007 in Palo Alto, California, Pageonce is led by industry veterans from HP and Mercury Interactive. The company has attracted funding from former Ariba and CommerceOne rivals Bobby Lent and Liron Petrushka. The Pageonce core technology operates at military-level security and is certified by TRUSTe, McAfee Hacker Safe, and VeriSign.

To get our free Personal Internet Assistant working for you, please visit <http://www.pageonce.com> and download our mobile application from the Apple app store [here](#).

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