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App Cuisine Ports iAdvantage eStudy Mobile Edition to the iPad

CARY, NC (September 26, 2012) – iAdvantage Software, Inc., a leading provider of web-based solutions for Ag Chem, Biotech, and Life Science studies, announced today that Cary, NC-based App Cuisine, specialist in custom mobile application design and development, has successfully ported and enhanced the eStudy Mobile Edition for use on the iPad.

A great number of iAdvantage global Ag Biotech and Ag Chem clients use the eStudy Mobile Edition to collect data in fields or laboratories where no internet or network connectivity is available. eStudy Mobile Edition allows the eStudy web-based data collection forms to be downloaded, the data collected, and then uploaded, while maintaining security and regulatory compliance.

"Porting the eStudy Mobile Edition to the iPad meant transitioning to a native Apple iOS application," stated President/CEO Lafayette Thompson. "Since iAdvantage's core development competency is Microsoft .NET, we sought out an experienced external partner for help.

"App Cuisine delivered," proclaimed Thompson. "Chris Pavlou, President and Founder, was great to work with. App Cuisine listened to us, took the time to fully understand our specific needs, and applying their expertise, presented us with the best possible path forward to achieve our current goals and lay the foundation to implement our long-term ones."

"Porting specialized custom software from one platform to another can be a challenge," commented Chris Pavlou, "but iAdvantage Software's understanding of their user's expectations and market requirements helped smooth the transition process."

eStudy off-line users now have the additional option to leverage Apple's flagship tablet and collect study data via the eStudy Mobile Edition for the iPad.

About iAdvantage Software

iAdvantage is dedicated to empowering scientists and management in the life sciences market with efficient, web-based electronic study management, data collection and reporting tools. iAdvantage is headquartered in Cary, North Carolina, near the life science and biotech hub of Research Triangle Park. More than 140 life science companies use iAdvantage products in their research and development globally. Please visit www.iadvantagesoftware.com for more information.

About App Cuisine

App Cuisine specializes in custom mobile application design and development for both store and enterprise deployments. Mobile consumer apps can help a business grow by reaching millions of mobile users around the world, giving them access to its brand, products, services and content. Mobile enterprise solutions can empower an organization reach its full potential by enabling its staff to do more, better. Contact App Cuisine or visit www.appcuisine.com for more information.

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