

# ROADIFY

## Roadify Announces Expansion into New Markets and More Robust Transit Information in an Upgraded Streamlined Design

All New FREE iPhone App Now Available in iTunes Store <http://bit.ly/roadify>

*Roadify ([www.roadify.com](http://www.roadify.com)), winner of the 2011 New York City BigApps Grand Prize, today announced the latest release of its iPhone app, re-designed to provide mass transit riders with fast access to real-time official data from transit agencies and updates from other riders—all on a single screen. A critical enhancement to Roadify V2.0 expands the company's coverage to tens of millions of train, bus, subway, light rail, tram and ferry riders throughout the New York Metropolitan Area, with new metropolitan transit coverage in the San Francisco Bay Area (including San Jose) and Seattle.*

Roadify solves a daily pain for mass transit riders by providing fast, clear answers to the basic question—when is the train, bus or ferry coming and why is it delayed? Without Roadify, riders must struggle with multiple apps and different user interfaces- a frustrating experience that makes it impossible to quickly get relevant information exactly when and where they need to act upon it.

Roadify 2.0 is a single source for official transit schedules, real-time arrival data and service advisories along with rider commentary from other Roadify users and Twitter. Roadify is the only transit app that pulls in comments from Twitter, including those from transit agencies, and organizes them on a route-by-route basis along with comments posted directly by Roadify users. This means that Roadify users don't have to subscribe directly to Twitter to get this valuable user-generated information—they see it on the same screen as official arrival times and service advisories. This unique mix of timely, relevant content on one screen gives Roadify users the most comprehensive, up-to-date transit information available in a single mobile app.

“We completely rebuilt our underlying architecture and developed proprietary data management tools so we could expand quickly into new cities,” says Scott Kolber, Roadify COO. “Our front-end design makes it super easy for users on the go to find what they need in just a few taps, even if their journey involves several transport modes, such as transferring from suburban rail to city subway or from a ferry to a bus. They can use the same familiar Roadify app when traveling to a new city, without having to download new apps or maps. ”

**About Roadify:** Roadify is a privately held, angel-backed New York based company dedicated to aggregating the world's mass transit information, market-by-market, and making it easy for riders to find out what conditions are along the way. Roadify was founded by Nick Nyhan, who previously founded digital advertising research company Dynamic Logic which was acquired by WPP. Roadify investors include Shane Atchison, founder of Seattle digital agency Zaaz, Alan Gould, founder of research company IAG and others. Roadify is the proud winner of the 2011 New York City BigApps Grand Prize, awarded by Mayor Bloomberg.

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