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Xcelme Offers New Online Course – *Intro to Marketing iPhone Apps* – Only \$97

Scottsdale, AZ (April 6, 2009) – Xcelme’s Online University has added a new online course focusing on how to market your iPhone app and it is aggressively priced at just \$97. This course is a valuable addition to Xcelme’s 5 part series on iPhone Development.

The online course, *Intro to Marketing iPhone Apps*, will be taught live, on Monday and Wednesday evenings at 5pm PDT in a webinar format. Students need a high-speed connection and a phone line to call in and listen. VoIP is also available if the student has speakers and a microphone instead of a phone line. Each session will consist of 4 classes, 2 classes per week for 2 consecutive weeks. Two sessions will be available – April 13th and April 27th.

This course is designed for those who are developing or have developed iPhone applications and are looking for ways to market their solutions. In this class you will not only learn the basics of marketing including identifying your target audience, creating the right message, pricing your application, positioning your app but also how to market your app through social networking, and identifying new innovative approaches to marketing.

Intro to Marketing iPhone Apps is a necessity for iPhone developers who have the desire to generate revenue (or a following) from their applications. Course instructor Jeff Hughes brings over 17 years of industry experience as a marketer, publisher and keynote speaker in high technology industries. Most notably, Hughes has worked with companies such as McAfee, Blue Coat Systems, Webroot, Intel and Novell.

“We’re excited to have someone with Jeff’s extensive background in marketing to teach the basics of traditional marketing as well as the how to plug into the iPhone application marketing. This course really is the next step after creating an iPhone application.” says Gary Bennett, President, Xcelme.

Additional information on Xcelme and/or this online course and other iPhone development courses can be obtained at www.xcelme.com or by calling Gary Bennett at (480) 776-9111. A YouTube video is also available explaining all the courses and the online university at http://www.youtube.com/watch?v=xwU_6BkUN0c.