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PRESS RELEASE

Cool Technology Edition

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NRCARD™ Transforms your Nook™ into an Android Tablet: No, Seriously!

360 Mobile Solutions' innovative, cost effective, and easy technology, the NR Card™, transforms Nook™ into an Android Tablet. The company launches its innovative NR Card™, an interactive tutorial section on the NR Card™ website, a GREEN Initiative, and solidifies overall company mission to make technology accessible to ALL.



Chicago, Illinois · July 18, 2012 - “What good is a technology if it isn’t accessible?” says **360 Mobile Solutions** President **Nabeel Shaukat**, and creator of the **NR Card™** an easily configurable SD Card that allows **Barnes and Nobles’ Nook™** eReader to double as a tablet running Android OS.

Shaukat asks this question in the wake of the fairly recent tablet craze that seems to be making **entrepreneurs** more productive and efficient in running their businesses, **children** more computer savvy and excited about technology as they gain access to revolutionary systems like the Android OS or Apple’s iOS, and **mom**s multitask like never before. The concern, however, is that tablets aren’t generally affordable, and those that should be able to benefit - perhaps those mostly in need, can’t. **Sharjeel Shaukat**, the company’s **Chief Operating Officer** adds, “we want potential geniuses in rural areas with limited access to tablet devices, broadband, and that are facing all of the other disparities in technology that we as a company fight for, to experience this technology. We also want the mom who simply comfortable with the light weight of her **Barnes and Nobles’ Nook™**, doesn’t see the need to carry two devices, or doesn’t want to spend the extra money on a new tablet, to benefit as well. That’s our business. That’s what we love.”

“eReaders [like the Nook and Kindle] were actually around before the tablet, and we find people using them more and more as the demand for technology grows, and our economy, unfortunately doesn’t,” says **Malik Shamsuddin**, **360 Mobile’s** Chief Marketing Officer. “We wanted to produce a product that has the affordability of an eReader with the power of an Android Tablet. It allows those without access or simply those that are on the fence about adopting a new tablet, to adopt tablet technology. For about \$200*” The **NR Card™** is available in 8GBs, 16GBs, and 32GBs and ranges from \$24.95 to \$64.95 (Nook Reader Device not included).

NR Card™ Specs

The **NR Card™** is a dual bootable microSD memory card equipped with the Android 2.3 Gingerbread OS. Installation is as simple as plug and play. Simply insert the NR Card™ into the memory card slot and power on your **Nook Color™** or **Nook Tablet™** device. The Android OS will boot directly from the **NR Card™** and therefore won't void your warranty. The **NR Card™** allows you to dual boot between Android OS and the native **Nook** platform seamlessly.

The **NR Card™** is fully optimized to operate safely and efficiently on the **Nook Color™** and **Nook Tablet™** eReaders.

Learn more about the **NR Card™** [here](#).



The NR Card™ Green Initiative

360 Mobile Solutions and **NR Cards™** are committed to supporting eco-friendly initiatives that sustain and protect the environment. To raise awareness about helping the environment and supporting green initiatives that help reduce carbon emissions, **360 Mobile Solutions** has partnered with the **National Forest Foundation**, a non-profit organization, dedicated to rebuilding local forests affected by wildfires, insects, diseases and other natural events that have caused a significant loss of forest cover. Through their **Plant a Tree Project** **360 Mobile Solutions** will plant a tree on behalf of customers for each NR Card purchased from their website or partner stores.

* Based on \$169 Nook Color and \$24.95 NR Card



About 360 Mobile Solutions

360 Mobile Solutions is an online retailer dedicated to providing affordable wireless solutions to consumers and businesses all over the world. Our passion for technology and our commitment to helping the environment has allowed us to satisfy the needs of thousands of customers. Our products are currently available on **Amazon**, **Buy.com**, **eBay** and **Sears**.

Follow **NR Card™** on **Facebook** and **Twitter** to get updates, and ‘join’ the **360 Mobile Solutions Shared Evernote Notebook** for Fun Android Resources, New Product Announcements and More.



About LCH Business

LCH Business brands your business online and so much more! We are a boutique Digital Marketing Firm specializing in Social Media Marketing Campaigns and Strategy, Online PR and Mobile Application Development. We help our clients attain a complete virtual footprint, leveraging our full service Social Media Marketing Campaigns and Management, SEO/ SMO, Digital PR Strategy and Mobile Apps.