



Contact: Pegshot
Tel: (347) 560-4652
Email: press@pegshot.com

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TAG MOBILE VIDEO & PHOTO BY LOCATION IN REAL-TIME W/ PEGSHOT Share What's Happening Where You Are Straight From Your Mobile Phone.

Boulder, CO & New York, NY - Pegshot, the mobile application used to quickly share videos and photos of what's happening where you are, has announced that it is open to the public after successfully completing its friends and family beta.

The service—currently available on iPhone and Android handsets—pegs users' current location on a map, allows them to shoot and post a photo or video onto their **Pegshot page**, and then offers to instantly share shots via Facebook and Twitter. Users can choose to announce their exact location by choosing from a shortlist of local businesses, events and outdoor places.

Pegshot operates under the mantra of being “a powerfully simple way to share what's happening with people you care about” and is taking close notes regarding its unique position amongst location-based services:

“Check-ins are great, but videos and photos do far more to explain what's really happening where you are,” says Christian Sterner, one of Pegshot's co-founders. “By pegging shots, users are amplifying their social experiences in a natural way and, at the same time, announcing their location. Based on very positive feedback provided by early adopters around the world, and the amount of views that each of our shots are getting, we're extremely excited about making Pegshot available to a more general audience.”

About Pegshot:

Pegshot is a powerfully simple way to share videos and photos of what's happening where you are, straight from your mobile phone. The company was founded by Christian Sterner and Phil Thomas Di Giulio, seasoned veterans within the location-based media industry and co-founders of WellcomeMat.com, the leading real estate video platform. Pegshot is based in Boulder, Colorado and New York City. For more details, visit <http://pegshot.com>

For more information, or to schedule an interview, please call (347) 560-4652 or email Pegshot at press@pegshot.com.

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