

## **FOR IMMEDIATE RELEASE**

### **IslamiCity.org and Aslan Media Mobile Team Up to Create Branded Prayer Companion Mobile Application**

Culver City, CA- October 15, 2010- IslamiCity.com, the largest online Muslim community in the U.S., and one of the world's leading web sources for Islamic information, has partnered with Aslan Media Mobile, founded by Author, Activist, and Scholar of Religions, Reza Aslan, to provide the IslamiCity community a branded mobile application called Prayer Companion, modeled on the successful Aslan Media Mobile app, MeccaLocator for iPhone.

IslamiCity was established in 1995 by Human Assistance and Development International (H.A.D.I.) to provide a mainstream, comprehensive and holistic view of Islam and Muslims to a global audience. Mohammed Abdul Aleem, Director of Islamicity, says the app is yet another step in supporting the spiritual lives of Muslims with technology: "Prayers are an essential part of creating and maintaining God Consciousness. We hope the IslamiCity Prayer Companion app will facilitate this process."

Similarly, Aslan Media's mission has been to serve the needs of the tech savvy, global Muslim population, creating products and services with cultural and social context. MeccaLocator has been sold in over 30 countries and continues to be successful.

Prayer Companion for iPhone includes the best of the MeccaLocator features, combining three different apps into one beautiful interface: prayer alarm, qibla finder, and sunrise/sunset support. The app also provides Prayer Wall designs for inspiration exclusively for the IslamiCity audience, while incorporating the trusted IslamiCity brand.

Prayer alarms are customizable to 3, 5, or 6 times a day with push notification. The qibla finder points you towards true Mecca based on your location while also automatically adjusting to your local time zone as well as accurate sunrise and sunset times for fajr and isha to support the user's prayer experience. Lastly, Automated Adhans directly from Mecca are combined with beautiful and lush graphics to truly inspire.

There are currently 1.5 billion Muslims worldwide; the number of Muslims in North America and Europe alone is 30 million and rising; and, over 75% of the population of the Middle East is under the age of 35. "From Indonesia to Egypt, there is a cohesive market defined by one common trait, Islam," notes Michael Maedel, Worldwide President of advertising giant J. Walter Thompson (JWT). "Arab and Islamic markets have witnessed rapid growth, and are becoming increasingly consumer-driven, offering huge potential for marketers. Currently estimated at \$2.7 trillion, this market is expected to grow to a staggering \$30 trillion by 2050." According to JWT's 2007 study "Marketing to Muslims" the combined disposal income of the Muslim market in the United States alone is in excess of \$170 billion a year. This young, global, prosperous, and technologically savvy population is increasingly utilizing mobile media in their daily lives.

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