TITLE: TowerCare Technologies and Songwhale Release Non-Profit Mobile Marketing Platform

PITTSBURGH, PA (September 12, 2011) - TowerCare Technologies, makers of DonorPro fundraising software has partnered with Songwhale, the leading mobile solutions provider to offer an integrated mobile marketing platform called DonorPro Connect for non-profits around the country.

"The mobile marketing capabilities created from this partnership will provide non-profits with the ability to reach constituents immediately and creatively – with a greater rate of event registrants, volunteer participation, and overall giving," says Donna Myers, President of TowerCare Technologies. "As more of the donating public communicates with smart phones, the opportunity for non-profits to capture attention and awareness has increased. We are happy to offer our current and future clients these new marketing capabilities."

Ty Morse, Songwhale CEO explains, "We are extremely excited to launch this cutting edge platform with DonorPro, as it expands upon the amazing offering DonorPro has already created for their clients. Songwhale's proprietary technology has been tailored and integrated into the DonorPro platform to provide a unique solution that offers an unmatched feature set combined with unprecedented message delivery speed."

DonorPro Connect Overview

DonorPro Connect will provide non-profits with the ability to use low-cost text messaging (SMS) services to increase awareness of constituents and ultimately raise more money. Messages will link to a mobile website as well as donation and registration pages, request participation in a survey, announce events, and enlist supporters to action. DonorPro Connect is attractively priced and is an affordable direct marketing option for non-profits of all sizes. This Mobile Marketing Platform will release on September 15, 2011.

About TowerCare Technologies

TowerCare Technologies, Inc. is the company behind DonorPro, an affordable and easy to use CRM and donor management system with online fundraising tools for all types of non-profits. Founded in 2002, TowerCare Technologies is a privately-held company headquartered in Pittsburgh, Pennsylvania. DonorPro increases donations, streamlines workflow, increases staff productivity, and enhances personal communications with prospects and donors. Learn more at www.towercare.com.

About Songwhale

Songwhale is the leading Mobile Solutions Provider, supplying its partners with emerging technology and services that facilitate sponsorship, advertising, distribution, and monetization of digital content to mobile devices. Established in 2007, Songwhale runs successful operations in North America and overseas. Visit www.songwhale.com for more information.

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