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Caller ID Selective Un-Blocking App Now Gives iPhone Users Easy Privacy Solution

"It's Me" Mobile Caller ID App Debuts to Rave Reviews

CHICAGO, IL--(Marketwire - Aug 16, 2011) - iPhone users are looking for a **Caller ID app** that allows them to easily choose who sees their number and who doesn't, and Iconicast's new "It's Me" app is exactly what they need to protect their privacy when they want and still let their friends and family know "It's Me" when they call.

On iPhones, Caller ID is either on or off. For just \$.99, "It's Me" lets users choose which contacts see their number when they call. This mobile Caller ID app is particularly convenient for people who like carrying a single phone, but use it for business as well as personal calls. And for people who are working even when they're not at work -- like doctors, teachers, reporters and other professionals who often need to return calls after they've left work -- "It's Me" is a simple way to use **Caller ID blocking** to keep their mobile number private.

"I often need to call patients after hours," says Jonathan Chan, an Australian dermatologist, "but I'd prefer my personal iPhone number stayed private. 'It's Me' is the perfect solution. I can return my patients' calls and still keep my privacy."

"It's Me" also recognizes contact information in more than 80 languages and offers a simple user interface, unlike other similar apps. Users worldwide are finding the app is making their cosmopolitan lives easier. "I love that 'It's Me' recognizes my contacts even in French," says H  l  ne Gorce, a Business Owner in France. "Not all apps recognize multiple languages, but 'It's Me' is simple to use and makes my job, parts of which involve a lot of travel and communicating with business contacts around the globe, more manageable."

"With 'It's Me,' Caller ID doesn't have to be all or nothing anymore," says Steve Landers, noted Australian technologist and co-founder of Iconicast. "You want your friends and family to know you're calling so they'll pick up, but you don't want strangers or companies to capture your number for marketing purposes. Our app is a simple way to let iPhone users select when they want to use **Caller ID blocking** and when they don't."

"We're creating apps for people, not users," says Pat Byrnes, a well-known writer and cartoonist at The New Yorker and co-founder of Iconicast. "We developed 'It's Me' for busy people who need to connect with their friends

and family, but may not want everyone they call to see their iPhone number. It's great to hear people who use 'It's Me' say our Caller ID blocking app makes their smart phone even smarter."

"It's Me" follows Iconicast's five-star rated "Smurks," another innovative app that gives users more choice in how they communicate. Smurks enables users to morph a face into the exact expression they are feeling and share it via text, email, Facebook and Twitter.

"It's Me" and "Smurks" can be downloaded at: <http://itunes.apple.com/app/its-me/id425056825>. To learn more about "It's Me" visit <http://seeits.me>.

"IT'S ME" | "It's Me" is a mobile app that solves the problem of selective Caller ID un-blocking. Officially launched in 2011, "It's Me" allows iPhone users to choose who sees their number when they call and who doesn't. "It's Me" is currently available for downloads on the App Store for use on iPhones and recognizes contact information in more than 80 languages. "It's Me" is created by Iconicast LLC, a company in the business of humanizing digital communications and the maker of five started rated mobile app Smurks which enables users to morph a face into the exact expression they are feeling and share it via text, email, Facebook and Twitter. Iconicast was founded in 2010. For additional information about "It's Me" visit <http://seeits.me>.

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