

Steah Mobile Apps

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'Roll Your Own' App Gets iPhone Update and Debuts on Android Content Doubles in New Update

OAKLAND, CALIFORNIA, May 3, 2011 – Steah, creator of the “Roll Your Own” mobile application, announced today a new “Roll You Own” iPhone update and its inauguration onto the Android platform. The free app is designed for novice and veteran recreational and medicinal smokers and it provides comprehensive video tutorials, step-by-step instructions and practical tips on various rolling methods.

The content has nearly doubled in the new iPhone update, which now includes the Cross, Classic and Crutch rolling techniques, along with two \$0.99 expansion packs. The Party Pack includes the Blunt, Cone and Snake Tongue, and the Bud Pack includes the Tulip, Pyro, and Crowd Pleaser. The content totals nearly an hour of videos and over 150 instructional photographs. Additional rolling techniques will be added to the Android version soon.

“There was a significant number of requests to have the “Roll Your Own” app released on Android as well as inquiries about other types of rolling techniques,” said Alan Canton, Steah marketing consultant. “Since the reaction to the initial release was overwhelmingly positive, both from the press and from our users, it’s only natural to satisfy peoples’ needs with an iPhone update and Android launch.”

Steah also announced that additional updates of “Roll Your Own” with further features will be released periodically to ensure the app remains fun, relevant and the go-to app for all ‘rollers.’

Steah is a new independent applications development company created by three friends who met 22 years ago in junior high school. It creates great mobile apps to meet the needs of people wanting to add fun, convenience and practicality to their lives. Visit the website at www.steah.com.

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If you'd like more information about this topic visit www.steah.com or to schedule an interview with Alan Canton, please contact him at 559-906-1923 or email him at alan@steah.com.