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# **MJ Freeway Business Solutions for the Cannabis Industry Acquires Mobile Application Company, Dispensary Mobile**

DENVER, Jan. 29, 2015 /PRNewswire/ -- MJ Freeway®, the industry-leading cannabis business software platform, is delighted to announce the acquisition of Dispensary Mobile. Dispensary Mobile develops white-label mobile applications for marijuana dispensaries so patients and clients can receive the highest level of convenience and portability for their buying needs.

Customers are increasingly interacting with dispensaries through mobile devices and business owners want a way to own the mobile relationship with their customers, rather than sharing the mobile experience with their competitors on a locator site. This application enables businesses to build customer loyalty, increase sales, adapt to market demands, and become leaders in the cannabis industry.

MJ Freeway can now provide white-labeled mobile applications to dispensaries, fully equipped for pre-order and delivery capabilities, and fully integrated with MJ Freeway's state-of-the-art inventory and order management platform. This allows for real-time inventory visibility, real-time order visibility, real-time control of the customer experience.

"Dispensary Mobile provides an easy-to-use, engaging, and targeted application for cannabis dispensaries," said Amy Poinsett, CEO and Co-Founder of MJ Freeway. "We are looking forward to the opportunity to provide MJ Freeway subscribers a way to connect with their dispensary members using live inventory data through this white-label application."

Nash Ryker, co-founder of Dispensary Mobile, will join MJ Freeway as the Marketing Services Consultant, allowing clients to integrate a precise, data-driven, and professional marketing plan into their business operation. Ryan Ballman, co-founder of Dispensary Mobile, is also joining MJ Freeway as Lead Mobile Developer.

The acquisition is intended to expand MJ Freeway's business software platform for the marijuana industry.

## **About MJ Freeway:**

MJ Freeway is the industry-leading software solution for marijuana businesses, with clients in 18 states, the District of Columbia, Canada, and Europe. Founded in 2010 by a team of career software and IT professionals, the product suite is designed and built from the ground-up specifically for cannabis businesses. MJ Freeway's tracking software includes patent-pending inventory control and grow management applications to streamline workflow and increase efficiency. MJ Freeway also offers SuccessMap™, a complete suite of professional services for cannabis businesses. For more information, call 888-932-6537 or visit [mjfreeway.com](http://mjfreeway.com).

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