

## **MULTI-PLATINUM RECORDING STAR AKON FORGES PARTERSHIP WITH LEADING MONTREAL MOBILE DEVELOPMENT COMPANY**

Montreal, (Date) – Six-time Grammy nominated artist/producer and entrepreneur AKON has joined forces with Montreal-based Penté Mobile, a division of Penté Group, whereby Penté Mobile will develop unique mobile applications for AKON across multiple mobile platforms.

“This marks the start of an incredible partnership. Penté Mobile is one of the first Canadian-companies dedicated to mobile application development. Our unique access to the entertainment and music industry allow us to bring everything together and create outstanding creations for clients and artists, such as AKON,” says Basil Bouraropoulos, President of Penté Group. “We’ve worked with AKON before and this opportunity will bring us closer together while we help develop his global brand.”

The first of many AKON branded mobile applications will be a unique take on Texas Hold ‘Em, involving an interactive application that will allow gamers of all types to play their favorite game, with AKON at the helm. Additionally, AKON will be the first artist to have his own customized mobile application, offering fans globally, instant access to him and his projects as he gets ready to release his sixth studio album this holiday season.

### **ABOUT AKON**

An internationally recognized Grammy-nominated artist/producer, entrepreneur and philanthropist, AKON is one of the most influential voices in music today. In addition to having two multi-platinum albums and 23 songs on the Billboard Hot 100, AKON has over 150 guest appearances with artists such as Michael Jackson, Lionel Richie, and Gwen Stefani to his credit. His highly anticipated third studio album Freedom (Upfront/Konvict/SRC/Universal Motown) is available in stores now. For more information on AKON and his ventures, check out: [www.akon.com](http://www.akon.com).

### **ABOUT PENTÉ MOBILE**

Penté Mobile is one of the first Canadian companies dedicated to the development and growth of mobile applications. A proud member of the CWTA, Penté Mobile’s mission is to provide mobile solutions to our clients of all shapes and sizes. No matter the platform: iPhone, Blackberry, Palm, Penté Mobile creates compelling content and solutions compatible on over 1700 mobile devices.

### **ABOUT PENTÉ GROUP**

Penté Group is an innovative marketing firm specializing in new media development and technology inspired communications. Our unique and creative approach to advertising and marketing has allowed us to become a leader in online and mobile development. Penté Group links people with people, and, people with technology.

For further information please contact:

Marc Aflalo

Penté Group, Public Relations & Communications

[aflalo@pentegroup.com](mailto:aflalo@pentegroup.com) or (514) 262-6532