

Issued By:

Indie Developer Consulting

PRESS ANNOUNCEMENT

www.indiedeveloperconsulting.com

Representing:

GottaKickit

APRIL 2010

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**Kick The Smoking Addiction Using Your
Apple iPhone™ And Apple iPod touch®**

Apple iPhone™ & Apple iPod touch® : Effective Weapons Against Smoking!

GottaKickit is an app for people who are tired of being under the thumb of their cigarette habit. The app offers a new approach to quitting a cigarette habit; one that doesn't require nicotine supplements or prescription drugs, and is poised to help a generation of tech-friendly users beat their addiction - according to the original inventor, Canadian software developer Nick Sullivan. He based GottaKickit on a system he designed for himself when quitting smoking in 1991.

Says Nick Sullivan: "GottaKickit helps you wind down both your physical nicotine addiction and the psychological factors that nurture and protect it. Cutting down too quickly, or going cold turkey, is like jumping off an express train, at the very best you can expect plenty of pain. Using this app, by the time you're down to a couple of cigarettes a day, quitting for good is more like stepping off a slow-moving escalator. You just choose your moment and take the step. You might hardly even feel the transition."

Transitioning to a new life as a non-smoker has an innumerable number of benefits including improved finances and better health. Your cigarette cravings will gradually dissipate, without trauma, as you follow the outlined agenda.

GottaKickit can help you withstand the pressure to backslide throughout the transition period. It will stay with you as long as you need, until you're ready to walk away a non-smoker. The app will advise you when it's OK to smoke. To stay with the program, it's important that you wait until you get that signal before

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lighting up. When you do smoke, tell GKi about it by flicking the lighter on the display! As you progress with GKi, the interval between cigarettes is gradually increased. The GKi Settings screen lets you speed up or slow down the rate at which cigarette intake is reduced. This adjustable "power level" keeps you as close to your comfort zone as you feel necessary. In time, typically several months, your cigarette consumption will be reduced below two per day.

GottaKickit Highlights:

- ✓ Super easy to use and follow
- ✓ Avoid the trauma of quitting "cold turkey"
- ✓ Adapts to any schedule or sleep pattern
- ✓ No expensive supplements or pharmaceuticals
- ✓ Break free of behavior patterns that make it hard to stop smoking
- ✓ Systematically erase physical and psychological dependence
- ✓ Make the final break with smoking only when you're ready

For additional information about GottaKickit, please visit www.gottakickit.com.

The Apple iPhone™ and Apple iPod touch® version is available as a FREE download with optional in-app purchases from this link:

<http://itunes.apple.com/us/app/gottakickit-now/id364514900>