



Corporate Headquarters
Phone: 949.757.1404
Fax: 949.757.1996
1451 Quail Street, #201
Newport Beach, CA 92660

OCMETRO

Business. People. Life.

Media Contact:

Kristin Bush
Communications Director, RipeOrange
(949) 261-7473, ext. 303
kristin@ripeorangeinc.com

JUST LAUNCHED: OC METRO Headlines App Delivers Latest News for Orange County to iPhones

Churm Media continues expansion into digital content delivery with new OC METRO Headlines app

Newport Beach, CA (July 6, 2010) Newport Beach-based Churm Media today announced the availability of its newest business news delivery platform, the [OC METRO Headlines app for iPhones](#). The free download is now available on iTunes and is designed for use on the iPhone, iPod Touch and iPad.

“It’s fitting that as [OC METRO celebrates 20 years](#) of delivering news and information to Orange County’s entrepreneurs and executives, that this newest content delivery vehicle is launched,” said Churm Media CEO and OC METRO Publisher Steve Churm. “It reflects the aggressive push the company is making on the digital front.”

The free app offers users the ability to access breaking news stories about Orange County-based companies on their mobile device immediately upon being posted to ocmetro.com. App features allow the user to save news stories to a personal archive, e-mail and share to social media platforms.

“Our goal,” Churm said, “is to make our content available to our audience wherever they are and in whatever format they prefer: print, online at ocmetro.com, through our [digital magazine](#) or via their mobile device.

[Sunwest Bank](#) is the exclusive inaugural sponsor of the OC METRO Headlines app. The Tustin, CA-based business bank is featured prominently on the opening screen as well as interior pages on which a live link to sunwestbank.com connects users directly to the bank's website.

OC METRO's sister publication, [OC Family](#), markets the [Kid Quips Journal app](#), a branded app that allows parents to record funny things their children say. Features include the ability to add a photo to the quip, to forward it via email to a friend or family member, and to send directly to editors of OC Family for possible inclusion in the popular Kid Quip feature in OC Family magazine and online at ocfamily.com.

[Download the OC METRO Headlines app.](#)

ABOUT OC METRO BUSINESS MAGAZINE

Since 1990, OC METRO has been a respected source for business news and information in Orange County. The print version of OC METRO magazine is published monthly and distributed at more than 1,200 locations throughout Orange County. Combining print and online traffic, OC METRO reaches more than 300,000 business professionals and executives monthly.

ABOUT CHURM MEDIA

Churm Media is a leading regional, full-service media company based in Newport Beach, California. The privately held company publishes 5 niche consumer magazines (OC METRO, OC Family, OC MENUS, Inland Empire Family and Southland Golf) and 5 interactive Web sites serving readers and advertisers in five Southern California counties — Orange, Los Angeles, San Diego, Riverside and San Bernardino. The company prints and distributes more than 400,000 magazines per month with a total audience — print, online and events — of more than 1.5 million readers/viewers per month. RipeOrange, a full-service marketing, communications and design firm is also owned and operated underneath Churm Media. Churm Media has 3 Southern California offices in Newport Beach, Santa Ana and Riverside and employees 40 full-time staff persons. In addition to print and online media, the Churm Media produces annual business-to-business, family and consumer events.

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