



Wilmington, NC—8/19/2009— MyMPG™, the new iPhone® and iPod touch® application from New Potato, uses advanced features of the iPhone and iPod touch to help drivers save money. MyMPG measures acceleration and braking forces to provide a breakdown of fuel performance and real-time feedback on a unique display. MyMPG provides drivers with a tool that benefits their budget and makes their driving more green-earth friendly. It is a key example of just what's needed during times of economic uncertainty and environmental change.

Accelerating and braking more slowly while driving can have a big impact on gas mileage; improving gas mileage by up to 35% according to one report by Edmunds.com. MyMPG will help drivers save fuel by making them aware of driving techniques that waste fuel. iPhone and iPod touch users who access MyMPG in their car can see visual displays and hear sounds to alert them when their driving style is wasting gas.

MyMPG also captures gas mileage statistics over time and includes a tool that charts how effective drivers are at increasing their miles per gallon (MPG). MyMPG users enter their information quickly and easily at the gas pump when filling up, and MyMPG will reward them with their driving stats, including average miles per gallon and cost per mile.

MyMPG uses an attractive design and straightforward User Interface to make it very easy for iPhone and iPod touch owners to use. The home screen displays a graphic scale that communicates the level of driving efficiency in real time to users at just a glance. Moments after starting the app and beginning to drive, MyMPG makes the inefficiency of fast acceleration and braking apparent. MyMPG lets drivers take control of fuel expenses by helping constructively change driving habits, and providing stats to show the results.

Want to give it a try and start saving on gas? Visit the MyMPG page in the iTunes Store® by clicking [here](#) or searching for "MyMPG" in the App StoreSM. To get some more of the story and additional tips on using MyMPG, you can visit the developer's web site at www.newpotatotech.com.

MyMPG is brought to you by New Potato, an Apple Developer and a creative design firm located on the sunny shores of North Carolina. The team at New Potato works with Fortune 1000 companies and entrepreneurs to quickly design, build, and launch a wide range of consumer software and electronic products. New Potato is currently focused on extending the amazing iPhone and iPod platforms into new innovative areas.

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