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MEA Mobile Launches App for MTV Press Book *Tales of Woe*

New Breed of Apps Augment Traditional Print

AUCKLAND, New Zealand--(BUSINESS WIRE)--MEA Mobile today announced the launch of a free iPhone companion app to a new book from MTV Press, *Tales of Woe* by John Reed.

“Looking at how we can augment print with digital in novel ways is exciting and the companion app for *Tales of Woe* is a perfect example of this new style of integration,” said Bruce Seymour, Associate Director of MEA Mobile. “Infusing traditional book publishing with technology is what we’re passionate about.”

“We’re proud to be participants as the information age goes mobile and moves social”

The *Tales of Woe* app offers users the opportunity for cathartic anonymous sharing of their misery. A perfect fit for the book which pledges, “True stories of totally undeserved suffering.” Sharing misery can be good. According to an article in the Journal of Social and Clinical Psychology, “Extensive research has found links between written emotional expression about adverse life experiences and improvement in physical and psychological health.” The benefits can extend to many areas. A study published in the Journal of American Medical Association showed 47% of patients who wrote about their asthma “had clinically relevant improvement.”

In addition to the freedom of anonymity, the app allows users to share their posts via Facebook and Twitter. “We’re proud to be participants as the information age goes mobile and moves social,” said Seymour. The book as well as the free companion app are available today.

Additional information can be found at www.meamobile.com

About [MEA Mobile](#)

MEA Mobile develops innovative mobile applications for Apple’s iOS, Android, Facebook and Microsoft’s Mobile 7 platforms. The company offers full service app development in addition to social platform development and web design. The company assisted in the development of the web back end for New Zealand’s Snapr a popular photo sharing application for mobile devices.

About [Tales of Woe](#)

John Reed is the author of four novels: *A Still Small Voice*, *Snowball's Chance*, *The Whole*, and *All the World's a Grave*:

A New Play by William Shakespeare. Tales of Woe is his fifth book. The Tales: strange, unexpected, morbidly enticing. Told straight--with elegance, restraint, and simplicity. The design: a one-of-kind white text on black paper, fluidly readable, and coupled with fifty pages of full-color art. MTV Press ISBN-13: 978-1576875407

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