

Appbackr announces its biggest campaign ever, \$100,000, for “Cowboys & Aliens: The Kids” app book produced by Orbit Media Group

Palo Alto, California August 1, 2011

Appbackr today launched its largest app campaign in the company’s 18-month history. “Cowboys & Aliens: The Kids” app book, produced by Orbit Media Group, is based on an original story by the creator of the new Universal Pictures movie "Cowboys & Aliens", releasing nationwide today, and New York Times best-selling graphic novel by Scott Mitchell Rosenberg.

The educational and interactive app provides children with a personalized experience of color, sights, sounds and wonder. The story revolves around three children - a Western cowboy, a Native American, and a space alien - who meet and become friends while their parents are away battling for the future of the world. The characters find common ground across race, color, creed, language and species.

Internet users can fund the app for as little as \$23 on appbackr’s wholesale marketplace. The money raised will fund distribution worldwide, develop the Android version of the app book, and develop ongoing product enhancements. The “backr” in turn will make a profit of \$6 when the app goes into iTunes and is downloaded. The planned launch of the app in iTunes is August 5.

Orbit secured the license to produce the App from Platinum Studios and worked with top App Development company ISBX to make the app and Australian marketing company Hub4Content. Chris Adams, Orbit’s founder has worked with companies like Facebook, Amazon, Glam Media and helped build Participant Media, serving as the company’s Chief Vision Officer through its first slate of movies, including: Syriana, North Country, Good Night, And Good Luck and the Academy Award winning documentary, An Inconvenient Truth.

“We are excited about working with Appbackr to help extend the reach of “Cowboys & Aliens: The Kids” into a community of forward-thinking investors,” said Adams. “As the app has so many ground-breaking features and functionality, plus a global partnership with Starlight Children’s Foundation, it was natural for us to embrace further innovation through crowd-funding as part of our strategy.

Starlight Children’s Foundation will receive 25 cents from the iTunes download of each app book which will enable Starlight to continue its mission of brightening the world for seriously ill children. The app will serve a dual purpose providing entertainment for the general public and helping better the lives of the seriously ill children and families Starlight serves.

To view the app on appbackr’s wholesale marketplace go to: <http://www.appbackr.com/apps/isbx/cowboys-and-aliens:-the-kids>

About appbackr

appbackr Inc. is a privately-funded startup based in Palo Alto, CA. The first wholesale marketplace for apps, appbackr’s approach revolutionizes the mobile industry by solving common funding and distribution problems. App developers use appbackr to fund development and marketing by wholesaling their apps to users. When the app sells in a retail app store, the users make money. When the backrs have been paid, the developer reverts to the normal distribution method. Appbackr enables app developers to raise lump sum cash without giving up equity in the company or product. Winner of the PayPal X Developer Challenge and SVASE/Cambridge West Ventures Seed Fund Award, the company was also selected as an AlwaysOn Global 250 Company and AlwaysOn OnMobile 100.

About Orbit Media Group, LLC

Orbit Media Group, LLC is a boutique consulting firm/idea factory/product and business accelerator global partners and clients seeking to bring the best ideas, people and products to the market fast. [Click here](#) to learn more about Orbit Media Group.

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