

MBLM LAUNCHES 'I DRINK LOCAL' MOBILE APP

Brand Intimacy Agency seeks to empower public with voice to demand locally sourced water

Dubai, UAE - 13 July 2016 - MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, announced today the launch of its 'I Drink Local' mobile app for the iPhone and Android. I Drink Local is an MBLM initiative created to promote the consumption of local water for a more sustainable environment and reduction of our carbon footprint.

The new app provides a social platform for the community to raise awareness and voice support for locally sourced water. By providing location maps of restaurants and allowing users to identify whether they serve local water or not, the app empowers the community to make informed decisions on which restaurants they choose. The information provided here can help users chose restaurants that support the local economy and care about the environment. It also helps users avoid exorbitantly priced imported water.

"We first launched the website in 2012 in order to bring attention to the fact that many restaurants and cafés in the UAE do not serve local brands of water," said William Shintani, Partner at MBLM. "Now, we've elevated the experience and brought it to the mobile app to make it easier and faster for users to identify restaurants themselves and become a bigger part of the conversation."

"In a fun and engaging way, we are encouraging the UAE community to ask for local water." said Jae Hwang, Partner at MBLM. "We've also updated our website, which provides facts and observations about why switching to local water can cause a positive impact to the local community and the global environment as well."

The I Drink Local mobile app recognises the location of the user, displays restaurants in the vicinity and allows users to identify whether a restaurant offers local water or not. More than 4,500 outlets across Dubai are currently listed in the I Drink Local database. With this app and the help of the

community, MBLM strives to convince all restaurants to list local water as an option on their menu and in doing so, help the local economy, reduce their carbon footprint and help their customers save money all at the same time.

Search 'I Drink Local' on the App Store or Google Play to download the app today.

<http://idrinklocal.com/>

About MBLM: MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in seven countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

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