



*“Saving You Time is Our Business”*

## **N E W S   R E L E A S E**

For Immediate Release

### **Using a Smartphone to Make Life Easier: Company Launches Affordable Tech-Based Concierge Services Nationwide**

**February 2, 2009 - Mesa, Ariz.** – Now, anyone with a smartphone, PC, or Web-enabled cell phone can access concierge and personal assistant services just like the rich and famous do – but at *very* affordable prices. With the current economy adding stress to people’s already overwhelmed lives, [Southwest Concierge](#), an Arizona-based company, is the first to offer concierge and personal assistant services nation wide using this smart-phone technology.

With a smartphone, PC, or any browser-enabled cell phone, including the new Blackberry Storm and iPhone 3G, clients have real-time access to their personal concierge through the [PocketConcierges.com](#) Web site. They can make a request from anywhere in the world with six quick clicks, regardless of the request. Southwest Concierge will handle whatever the imagination can conceive of; find a babysitter, send lunch to a business meeting, schedule transportation, and arrange for home improvements or everyday errands. Whatever the need, clients will receive a call or e-mail from their personal concierge within five minutes, with most requests are completed in 15 minutes. Plans start at \$9.99 a month plus the cost of the requested product or service. There are no additional fees or markups on any of the services.

Southwest Concierge ensures that its preferred vendors and personal assistants have undergone a complete background check and evaluation and that they stand behind their products and services so in addition to saving their clients time they provide peace of mind. Founded by Timothy O’Connell, a corporate IT management specialist, the company has built a reputation in Arizona and California for leveraging internally developed technologies to provide VIP level services since its inception almost four years ago. This new smart-phone based service expands its reach to clients of all ages and incomes, nationwide.

“Our business focuses on saving time,” says O’Connell. “With this technology and inexpensive pricing, average people can get assistance with everyday home and business tasks, reducing their stress and making their lives easier.”

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Southwest Concierge boasts a client base of over 14,000 including a growing list of VIP's and companies such as Chicago-based Optima, Inc. and Catholic Healthcare West. The company is currently finalizing contracts with a national apartment complex developer that will be launching concierge services to it's residents later this year.

For more information on Southwest Concierge's smartphone services, visit its Web site at [www.swconcierge.com](http://www.swconcierge.com), or call 866-370-6541.

Southwest Concierge – America's premier personal services agency - provides concierge and personal assistant services saving people time to spend on the important things in life.

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