

PRESS RELEASE:

OMG! ... Read Between the Lines



Read *A Humorous Guide to Texting with Simplicity and Style* Between the Lines

Shawn Marie Edgington

FOR IMMEDIATE RELEASE

New App “OMG! ... (Read Between the Lines) Makes its Way into The Academy Awards SWAG Bags!!!

*Hollywood’s A-listers will be getting a Swarovski jewel encrusted hardcover copy of author Shawn Marie Edgington’s new text message pop-culture book “**Read Between the Lines: A Humorous Guide to Texting with Simplicity and Style**” along with a first – a smartphone App companion they can download onto their iPhone or Android. That’s a text message dictionary full of thousands of fun text message lingo references.*

Cupertino, CA – The Apple iPhone has long been the hot mobile device of the stars, including such big names as Sandra Bullock, Jennifer Aniston, Zac Efron and even the young Taylor Swift, so it’s no surprise that this year’s coveted Academy Awards SWAG bags include a little iPhone fun as well. The App is called “OMG!” and is the perfect companion App to the new book **Read Between the Lines** by author Shawn Marie Edgington. This is the first time a mobile App has been part of the Academy Awards SWAG.

Read Between the Lines: A Humorous Guide to Texting with Simplicity and Style, is a take on the pop-culture and text lingo that has sprung up everywhere around the practice of text messaging and tweeting. Thinking about sexting? Take a look at chapter 3 before sending that message. Want to know what “*\$s” means? A helpful SMS acronym translator is included. The iPhone application gives you quick access to all the information you need to be considered “hip” in a world of CUL8R’s and ROTFL’s.

“It was an honor to be chosen to be included in this years Oscar SWAG bags” said Edgington, a successful female CEO and President of Granite Insurance Brokers. “Suddenly friends I haven’t talked to in ages are all coming out of the woodwork and volunteering to help hand out RBTL at the SWAG event down in Los Angeles!” Shawn’s 17 year-old daughter and semi-professional texter Nicole will be her assistant during the show event (mostly because she’s dying to meet Miley Cyrus), along with a photographer and a few “select” close friends.

OMG! ...RBTL was developed by Clever Twist, a popular mobile development shop out of Atlanta, Georgia. The App can be found in the social media section of iTunes and the Android Marketplace, and are compatible with both Apple and Android mobile devices.

About Shawn Edgington

Shawn lives in the San Francisco Bay Area, and aside from being a business owner, wife and mom, she also makes time to volunteer, loves to run, weight train, kickbox, and is passionate about family, healthy living, her golden retriever, and traveling. Like most people, Shawn is forever striving to stay balanced with all the demands of life and continues searching for the best time-management tools (yes, texting is one of them) to help her “Shoot for the Stars.” More info on the RBTL App and book can be found at www.rbtlguide.com.