

News from CFA Institute

For Immediate Release

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CFA Institute Launches "Top New Finance App" Developed by WillowTree Apps

New York, NY – [CFA Institute](#), the global, not-for-profit association of investment professionals that awards the CFA and CIPM designations, has partnered with [app development company](#) WillowTree Apps to launch the CFA Institute Mobile App, which was recently highlighted as a “top new Finance App” in the Apple iTunes App Store.

“The CFA Institute Mobile App is a free and convenient way for busy investment professionals to stay up to date with key trends and the latest research on finance and investing — no matter where they are in the world,” said Jan Squires, CFA, managing director of the Strategic Products & Technology division at CFA Institute. “Given the widespread use of mobile devices in our industry, apps like this provide important new channels for delivering high-value educational content and services to CFA Institute members, candidates and other constituents. We were pleased to engage WillowTree Apps on all phases of the development, from concept to launch.”

The CFA Institute Mobile App, now available in the Apple iTunes Store and Android Marketplace, delivers audio and video podcast interviews with leading investment practitioners and provides access to *CFA Digest* summaries, which highlight and condense the most important, investment practitioner-oriented articles from a universe of more than 70 publications. Users can save content from the app for off-line consumption, and easily share the content via email or over social networks like Facebook, LinkedIn and Twitter.

To download the CFA Institute Mobile App, visit:

- [CFA Institute iPhone App on iTunes](#)
- [CFA Institute Android App on the Android Marketplace](#)

“The CFA Institute Mobile App was an important project for our team,” said WillowTree Apps CEO Tobias Dengel. “Working with CFA Institute was a pleasure, and the resulting iPhone and Android apps allow time-pressed financial professionals to easily stay current with the organization’s valuable analysis of the rapid changes in global finance.”

About CFA Institute

CFA Institute is the global association for investment professionals. It administers the CFA and CIPM curriculum and exam programs worldwide; publishes research; conducts professional development programs; and sets voluntary, ethics-based professional and performance-reporting standards for the investment industry. CFA Institute has more than 105,000 members, who include the world's 98,000 CFA charterholders, in 135 countries and territories, as well as 135 affiliated professional societies in 58 countries and territories. More information may be found at www.cfainstitute.org.

About WillowTree Apps, Inc. - We built that app.®

WillowTree Apps, Inc., is a privately held designer and developer of mobile applications on iPhone, iPad, Android, Windows Phone 7, and BlackBerry platforms. WillowTree also has developed a proprietary mobile web development framework, Mobile Tango™, to streamline the development of mobile websites. Clients include BabyCenter.com (a Johnson & Johnson company), GE, the University of Virginia, Monticello, the Philadelphia Eagles, Manta, The Game Show Network, GreatSchools, and Crutchfield Corporation. WillowTree Apps received two 2011 Webby Award Honors. For more information, visit <http://www.willowtreeapps.com>, email info@willowtreeapps.com, or call 888.329.9875.

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