



PRESS RELEASE

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UOG's TritonGo and Triton Privileges named 'Best Mobile Apps'

Two mobile applications developed by the University of Guam have won awards in the Web Marketing Association's MobileWebAward competition from among thousands of national and international entries. Developed by the university's marketing and communications team and web team, the UOG TritonGo app was named the "Best Education Mobile Application," and the Triton Privileges app earned the titles of "Best Information Services Application" and "Best Other Mobile Application."

The MobileWebAwards recognizes web professionals worldwide who create and maintain the best mobile websites and the best online applications as determined by a panel of experienced professionals in mobile web development, design, and marketing. The awards are judged based on creativity, impact, design, content, interactivity, ease of use, and use of the medium.

"The university aims to set high standards in all we do, and this achievement speaks to the ambition and innovative creativity of our marketing and web teams," said UOG President Thomas W. Krise. "The apps have proven helpful, convenient, and easy-to-use tools for our students, employees, and alumni and are also effectively connecting the UOG community to local businesses."

With more than 7,000 users, the TritonGo app features university news, academic degree and student life information, a campus directory, UOG merchandise, and UOG's first official video game — "Swimmy Triton." It also serves an important role as an alert system, notifying the university community of any urgent announcements through push notifications.

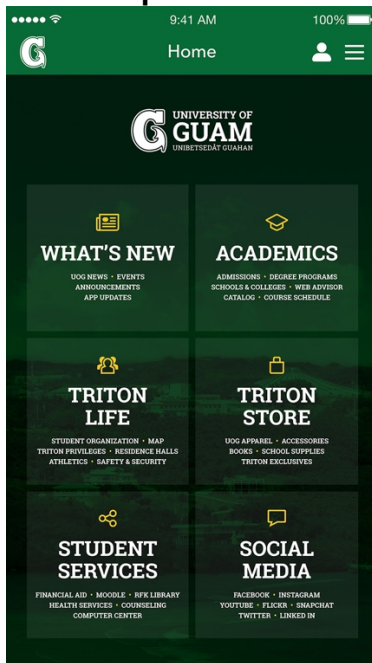
Triton Privileges is a benefits and savings program for use at local businesses for UOG students, alumni, and employees and is available exclusively through the TritonGo mobile app. The app engages with more than 3,000 users and features partnerships with more than 60 businesses at 100 participating locations in Guam and Saipan.

“We put a lot of thought behind the features of these two mobile apps, so being recognized in three separate categories as two of the best for 2019 is a great honor,” said Jonas Macapinlac, director of Integrated Marketing Communications. “Thank you to our Triton and business communities for using and supporting our mobile apps.”

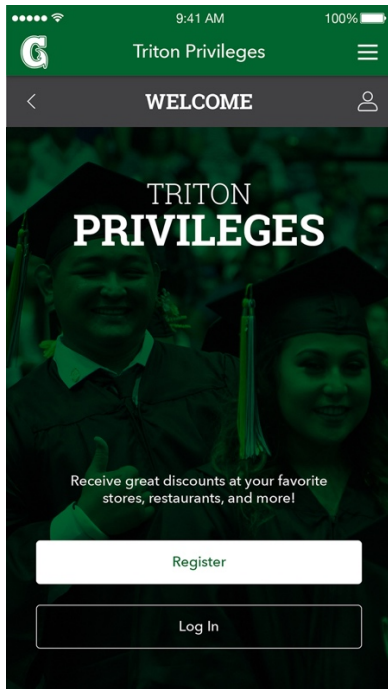
The TritonGo mobile app is available at the Apple App Store or the Google Play Store. For more information about UOG mobile apps, visit www.uog.edu/tritongo. For more information about the MobileWebAwards, visit <https://www.mobile-webaward.org>.

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Photo captions:



1: The TritonGo mobile application, developed by the University of Guam, has been named the “Best Education Mobile Application” by the Web Marketing Association.



2: Triton Privileges, a mobile application developed by the University of Guam that lists exclusive discounts available to UOG students, employees, and alumni, has been named “Best Information Services Application” and “Best Other Mobile Application” by the Web Marketing Association.



3: University of Guam student Deidra Cruz shows the features of the TritonGo mobile application, which include a campus directory, degree program information, and university news and announcements.



4: University of Guam students browse the TritonGo mobile application, which won “Best Education Mobile Application” by the Web Marketing Association for design and ease of use, among other criteria.

Photos courtesy of University of Guam