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FOR IMMEDIATE RELEASE

Please contact by e-mail to get a phone number.

2012: 52 FACEBOOK APPS DONE, ONTO BIGGER THINGS

A Fulfilled New Year's Resolution and Larger Goals Ahead

As 2011 draws to a close, many people will, without a doubt, be thinking of how to make 2012 their best year yet. Yes, it is time for a New Year and, with it, New Year's resolutions.

Last year at this time a Medina native named Josh Schwarz came up with a rather daunting New Year's resolution for 2011. It wasn't any ordinary resolution, but an inquisitive, entrepreneurial college student's resolution. Josh planned to **create 52 Facebook applications in 52 weeks*** and 52 weeks later, it is official that he has succeeded (names and brief descriptions of all 52 apps are attached to the end of this press release).

Josh Schwarz is a sophomore studying Computer Science at Case Western Reserve University and a 2010 graduate of Medina High School.

"I am determined to start my own company before I graduate from Case Western and so I am aggressively pursuing technology, business, and entrepreneurship. I was inspired to create 52 Facebook apps in a week by week project after showing classmates at Case things that I had previously created. The collective body of my projects is viewable on my web-site, Amagit.com," says Josh.

Bob Sopko of Case Western Reserve University says that, "Josh set out in January with a goal, sort of a "New Year's Resolution:" Develop and launch a Facebook app a week for a year. A few news reporters picked it up, which is good news and bad news, as he set the bar and now had to deliver. Yikes!! I'd known Josh for awhile and I'm thinking, you know, if anyone can pull it off, I think he can do it. It was amazing; he kept up the pace, hitting each week without fail all the time while working and going to school full time in tough courses. I look forward to see what he's doing next!"

It is only natural to wonder what Josh will be up to next after promising to spend a year developing Facebook apps and then following through. Josh says, "I am now determined to put my skills to the test. I want to build a larger-scale web-site that has an effect on everyday lives and that helps people. I want to build a "mega-app." Having explored so much social data while developing for Facebook, I now realize the power that it carries for really helping people in everyday situations. For example, a college student may not know which of several things to do on a Friday night. Maybe all of his friends are busy and he'd like to meet some new people at a

social event on campus. What if there was a web-site that could aid him in that process, a web-site that could introduce him to people that share common interests? One of the first things that I'll be working on this year is a service exclusively for Case Western Reserve University students that helps them meet people and find things to do around campus. I call this idea a "Recommendation Engine." If it works out, I could expand to a larger demographic."

It sounds like Josh has some even bigger social media plans for 2012. Whether they will succeed or not, it is unclear. What we do know for sure is that Josh will rebound into something else if necessary, just like he continued to innovate during his 52 week Facebook apps project.

*Last year's press release announcing Josh's New Year's resolution is attached to the very end of this release.

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I am a Sophomore at Case Western Reserve University and a 2010 graduate of Medina High School. I believe the fulfillment of my 52 Facebook Apps News Year's resolution (2011) and my plans for 2012 particularly newsworthy and I hope to start some conversations via my web-site about other projects that I could undertake. I think our community should feature more news of this sort (i.e. what big things its young adults are working on).

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Reverse chronological listing of media coverage of my 52 FB apps resolution.

Web links are available at www.amagit.com if you are using a hard copy of this release. Otherwise, click the underlined text.

October 24, 2011: [Crain's Cleveland](#)

Spring/Summer 2011: [Think Magazine](#)

February 4, 2011: [Electrical Engineering and Computer Science at Case](#)

January 29, 2011: [The Post Newspapers, Medina edition, second page](#)

January 26, 2011: [WKYC \(Channel 3\) Newscast at 6pm](#)

January 24, 2011: [Case Daily](#)

January 6, 2011: [Medina Sun, front page, above the fold](#)

December 31, 2010: [The Gazette, front page, above the fold](#)

Reverse chronological listing of 52 Facebook apps created by Josh Schwarz.

Web links are available at www.amagit.com if you are using a hard copy of this release. Otherwise, click the underlined text.

App #52 completed on December 30, 2011 - [The Next App](#)

Have an idea for "the next app?" Need help forming an idea? Shape your idea, share it on your wall, and send it me. I just might drop everything to make it!

App #51 completed on December 26, 2011 - [Email Grab](#)

Set up a simple way to collect email addresses from visitors to your website.

App #50 completed on December 24, 2011 - [Meme Generator](#)

Create a meme out of an image on the web and share it on your profile.

App #49 completed on December 16, 2011 - [Photo Feed](#)

Experience your news feed as a stream of images.

App #48 completed on December 8, 2011 - [Like Blocks](#)

Find new things that you might like among all of the likes of your friends presented in a visual "block" display.

App #47 completed on November 30, 2011 - [Montage of Me](#)

Transform the photos of you alone into a photo montage.

App #46 completed on November 24, 2011 - [Cute Couples](#)

Have friends that are in relationships with each other? See the most recent photos that they have taken as couples.

App #45 completed on November 20, 2011 - [Compatibility Checker](#)

Run compatibility reports on your friends.

App #44 completed on November 9, 2011 - [USA Job Search](#)

Browse local job listings and submit your resume online.

App #43 completed on November 2, 2011 - [Shared Interests](#)

Discover the likes that you mutually share with your best Facebook friends. Post the results to your wall.

App #42 completed on October 23, 2011 - [Circle of Friends](#)

Generate a circular, visual representation of your list of friends for your profile.

App #41 completed on October 16, 2011 - [Trending Words](#)

Examine the trending words in your news feed.

App #40 completed on October 10, 2011 - [My Links](#)

See all of the web content that you have ever shared on Facebook.

App #39 completed on October 2, 2011 - [Top Photo Fans](#)

See your biggest fans based on who comments on your photos.

App #38 completed on October 1, 2011 - [Developer Friends](#)

At a glance, see if your friends are developing for Facebook.

App #37 completed on September 21, 2011 - [Notebook](#)

Read all the notes that your friends have posted on Facebook.

App #36 completed on September 15, 2011 - [Band Bio](#)

Quickly look up information about the bands that you like.

App #35 completed on September 7, 2011 - [Popularity Contest](#)

See which friends have the wittiest statuses in your news feed.

App #34 completed on August 29, 2011 - [Group Photos](#)

See all the photos of you hanging out with groups of friends.

App #33 completed on August 22, 2011 - [Friend List Exporter](#)

Easily download your friend list and other relevant information.

App #32 completed on August 14, 2011 - [News Feedsters](#)

See who's filling up your most recent news feed.

App #31 completed on August 9, 2011 - [Like Manager](#)

Revisit and consolidate all of the things that you like on Facebook.

App #30 completed on July 31, 2011 - [Profile Flipbook](#)

View a flipbook of your friends' profile pictures.

App #29 completed on July 24, 2011 - [Online Friends Map](#)

Visually stay aware of your currently online friends.

App #28 completed on July 18, 2011 - [UFO Sightings](#)

Report and read about the latest UFO sightings in your area.

App #27 completed on July 10, 2011 - [Who I Am](#)

Experience a color-coded word collage of the things that you like and the friends that you have.

App #26 completed on July 4, 2011 - [Constellations](#)

See which constellations are visible in your area this month.

App #25 completed on June 26, 2011 - [Cartoonize Me!](#)

Transform your photos into colorful cartoons.

App #24 completed on June 19, 2011 - [Friends That Tweet](#)

See if your Facebook friends are on Twitter.

App #23 completed on June 12, 2011 - [Social News](#)

Read interesting news in your area via public Facebook posts.

App #22 completed on June 4, 2011 - [Love of Music](#)

Share the love of music. See the most popular musicians and bands according to your friends' "likes."

App #21 completed on May 27, 2011 - [CDC Flu Awareness](#)

Become more aware of influenza by seeing vaccination statistics in your area. Share statistics with your friends in order to inform them about this dangerous, contagious disease. [This app was in a contest.](#)

App #20 completed on May 22, 2011 - [Love Button](#)

Are your statuses too great to merely be liked? Must they be loved? Add the functionality of the "love button" to your wall posts.

App #19 completed on May 13, 2011 - [I Like Attention](#)

See your status updates sorted by popularity. Learn from what has worked and try to top yourself.

App #18 completed on May 7, 2011 - [Status Time Machine](#)

Go back in time to see your earliest status message in Facebook's memory.

App #17 completed on May 4, 2011 - [Video Dashboard](#)

Watch the videos that your top friends are in from a simple control panel.

App #16 completed on April 23, 2011 - [My Blogosphere](#)

See your friends' blogs, websites, and everything else that they are doing online.

App #15 completed on April 16, 2011 - [Smile Collection](#)

Transform the profile pictures of all of your friends into a giant collage and share it on your wall.

App #14 completed on April 9, 2011 - [Be Social](#)

See the upcoming social events that your top friends might attend.

App #13 completed on April 1, 2011 - [City Friends](#)

Easily group up friends by their current locations and plan social events accordingly.

App #12 completed on Mar. 25, 2011 - [Word Cram](#)

See how many words you can create using a group of jumbled letters in two minutes.

App #11 completed on Mar. 19, 2011 - [Mutual Friends Matrix](#)

Among a random sample of friends, see those that are mutually the most popular.

App #10 completed on Mar. 12, 2011 - [Fortune Cookie Cravin'](#)

Get your fortune cookie for the day with a lucky like, saying, and number, and share your results on your wall.

App #9 completed on Mar. 5, 2011 - [Social Memories](#)

Experience memories made on Facebook a second time and share them with your friends.

App #8 completed on Feb. 25, 2011 - [Photo Grab](#)

Need offline copies of any of the many photos that you and your friends have put on Facebook? Instantly download your favorite pictures.

App #7 completed on Feb. 18, 2011 - [Nascar Fantasy Pick'em](#)

Compete in a Nascar fantasy league. Select the top drivers in each Sprint Cup race and share your fantasy success on your wall.

App #6 completed on Feb. 10, 2011 - [Comic Strip Catalogue](#)

Read your favorite comic strips all in one place. Post the best to your wall.

App #5 completed on Feb. 3, 2011 - [Forgotten Friends \(Disabled by Facebook\)](#)

Receive notifications as people "unfriend" you. See who interacts with you the most and the least and use that information to maintain more relationships. **UPDATE:** This has been disabled by Facebook for circumventing "intended limitations" on the Facebook platform. Additionally, all references to it in my personal and professional feeds have been removed. I think that's worth bonus points for my 52 week project.

App #4 completed on Jan. 27, 2011 - [Social Horoscope](#)

Connect with your friends based on what is fated in the stars. Select an astrological sign and receive a friend by fate from that category.

App #3 completed on Jan. 21, 2011 - [Teddy Bear Hugs](#)

Tired of "poking" your friends? Interact in a more meaningful way by "teddy bear hugging" them. You can even choose your own teddy bear!

App #2 completed on Jan. 13, 2011 - [Music 4 2day](#)

Receive song recommendations based on the artists that you already like. Come back every day (or even more often) to receive more recommendations.

App #1 completed on Jan. 6, 2011 - [Relationship Mania](#)

Easily organize your friends based on what relationships they're in. See who's single, taken, engaged, and more, and learn what relationships change as they change via notifications.



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2011: 52 FACEBOOK APPLICATIONS IN 52 WEEKS

A Lofty Local New Year's Resolution

During the holidays, many are without a doubt looking to 2011 and coming up with New Year's resolutions. Some hope to spend more time with their families, some hope to start new diets, and some even hope to get out of debt. Still, college students, planning their futures, are coming up with more entrepreneurial New Year's resolutions.

A recent graduate of Medina High School that is now studying Computer Science at Case Western Reserve University has set quite an ambitious goal for himself. In the 52 weeks of 2011, Josh Schwarz plans to create 52 mini Facebook applications. Facebook, the social networking site, is known for its open development platform, allowing for anyone with ideas to create applications that can become a part of everyone's Facebook experience.

"One day, I want to start my own company like Google or Facebook and so I spend my time tinkering with new Internet technologies. Facebook just happens to have its own platform for applications so I've taken a look at it. I've worked on several projects in the past including an application called Friend Search Engine that lets Facebook users search through their friends' interests in order for them to find common links. Like that project, my progress on my New Year's resolution will be hosted on my web-site, Amagit.com," says Josh.

Facebook is home to popular games like "FarmVille" and other "quiz applications" that let users answer questions about their friends and read what their friends have to say about them. Like development for Apple's iPhone and Google's Android, Facebook development also seems to have found a home with aspiring college students. Nonetheless, these kids seem to think big because they are encouraged by their families to make a difference.

"My Uncle has been one of those people that has really fed my passion. He mails me the latest business magazines like Forbes and Entrepreneur, and other technology articles about the companies and topics that I'm interested in. Sharing those articles, we go on to have conversations about business and entrepreneurship." says Josh.

"To start a business, you need an idea with market appeal and the ability to follow a plan

that turns that idea into a tangible product.

By establishing stretch goals early on and taking the necessary steps to achieve them, Josh will be developing a resume that shows potential investors he has the ‘right stuff’ i.e., the drive, resilience and discipline to translate his own product ideas into reality,” says Richard Schwarz, Josh’s Uncle.

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I am a Freshman at Case Western Reserve University and a recent graduate of Medina High School. I believe my News Year’s resolution particularly newsworthy and hope to start some conversations on my web-site concerning what I should create so that I have more ideas than just my own. I think our community should feature more news of this sort (i.e. what big things its young adults are working on).