Post-it® Brand From 3M Launches Post-it® PopNotes App Bringing the "World's Favorite Reminder" to a New Frontier

Interactive, Free App for iPhone and iPad Offers New Ways to Connect with Others Using Digital Post-it Notes that can be Placed Virtually Anywhere

ST. PAUL, Minn.--([BUSINESS WIRE](#))--The [Post-it](#)® Brand from [3M](#) announces today the launch of Post-it PopNotes App, the brand's first ever mobile application that propels the iconic communication tool into the social networking space, providing friends, families and app users everywhere with new ways to connect, communicate, share, organize and remind. Available within the US for free at the iTunes App Store, the Post-it PopNotes App features intuitive, geo-triggered technology that allows people to create and place digital Post-it Notes virtually anywhere.

It can remind. It can organize. It can share an experience or thought. The potential uses of the Post-it PopNotes App are endless. Designed to meet the needs of today's busy, on-the-go lifestyles, this new virtual communication tool allows you to draw, write or type on digital Post-it Notes, which can then be placed for you or others to view at a specific location or time.

Whether you're placing a note for yourself, friends, family members or everyone in the Post-it PopNotes social community, the new App will change the way you connect and communicate with others. "The Post-it Brand is thrilled to debut the Post-it PopNotes App, and for the first time bring the powerful equity and universal function of this iconic brand into the social media space," said Jeff Hillins, director of marketing for Post-it Brand. "At 3M, we are continually inspired by the ways that people use the Post-it brand in their daily lives and we are committed to developing new solutions that enable the brand to be wherever our consumers need us. We often refer to the Post-it Note as the 'original social networking tool' and we look forward to seeing how the Post-it PopNotes App will help app users and Post-it brand fans to further connect with others in new and exciting ways."

Available in nine vibrant Post-it Note colors, the PopNotes App encourages creativity and spontaneity with its simple and useful features. Download the Post-it PopNotes App to:

Set location-based notes or reminders for yourself or others anywhere in the United States
Invite and connect with friends and family who are part of the PopNotes community, for example:

Greet a traveling family member with a Post-it PopNotes message when they arrive at a new city, and you are not there to greet them in person.
Wish a friend 'good luck' at exactly the place and time she is about to begin a big interview

Add a personal touch to notes by typing and/or drawing
Control who gets to see the notes you place – just yourself, your friends and family or anyone within the Post-it PopNotes App community
Track reviews and recommendations left by Post-it PopNotes App users within 500 yards of your location through an interactive map

To download the Post-it PopNotes App for free, visit: http://www.itunes.com/appstore.

For more information about the PopNotes App and the Post-it Brand from 3M, please visit: www.post-it.com/PopNotes.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With $27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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