

iPhone App Offers Product Recall Information

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NEW YORK — ReachEverywhere here, which markets the Shopper iPhone Shopping Assistant application, announced that it is integrating real-time recall information from the Food and Drug Administration and the U.S. Department of Agriculture into the application.

Users of the application who put an item on their list that is associated with a recall will automatically see the warning information for that product.

In addition, ReachEverywhere, which launched personalized retailer circulars on the Shopper application one month ago, has added weekly circulars from Stop & Shop, Publix, Giant Food, Winn Dixie, and Tractor Supply to the more than 100 existing retailers on the platform.

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