

DUBLIN, Oct. 28, 2013 /PRNewswire/ -- World

Assurance Group Inc. (

w.worldassurancegroup.com

[WW](#)

) (OTC Pink: WDAS) today announces that its wholly owned subsidiary, CellAd Inc., will be exhibiting at the ad:tech digital marketing conference being held on

November 6

th

and 7

th

in Booth MM12 at the Javits Center in

New York

.

ad:tech is an interactive advertising and technology conference and exhibition - a marketplace for buying and selling, a community for networking, a forum for exchanging ideas and an opportunity for contributing to industry trends and initiatives. Ten ad:tech annual events around the world focus on top-notch education through keynote speakers, topic-driven panels and workshops as well as showcase the latest products and services to help implement new knowledge and ideas. Attendees leave ad:tech with the tools and techniques they need to compete in an ever-changing world.

CellAd is currently in advanced beta phase with its first smartphone app, AdKash, in a joint venture partnership with World Global Network pte ("WGN"). AdKash is the first app of its kind to directly reward users for viewing advertisements on their mobile devices every time they receive a call or text message. By simply downloading the AdKash Android smartphone app from the Google Play store, users will unlock a unique new way to make money from their mobile devices. More information on how to download the app and learn more about how AdKash works can be found at www.cellad.com.

Mr. Sean McVeigh, CEO of CellAd, said, *"I am personally looking forward to meeting customers and advertising partners at ad-tech next week. We have been very busy over the past few months completing the technology platforms and building awareness of the unique offering that CellAd brings to this exciting market. This will be our first formal outing at one of the leading exhibitions for our industry and provides the perfect launch pad for CellAd as we move closer to*

live operations."

About World Assurance Group World Assurance Group Inc. is a holding company that currently operates through two wholly owned subsidiaries: CellAd Inc., a digital media company based in Ireland operating in the global mobile advertising industry and ANAV Holdings Corporation, a development stage real estate investment company in the United States. CellAd Inc. has developed, along with its partners, a revolutionary new cloud based advertising platform that allows advertisers and brands to deliver high definition, full screen adverts, coupons and click-through offers to subscribers via its smartphone application. Once installed, every time the subscriber receives an inbound call or text message CellAd will pay the subscriber a fee in the form of cash or other agreed medium. Additional information may be found at www.worldassurancegroup.com

This press release contains forward-looking statements. Words such as "expects", "intends", "believes", and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance of products and technologies, the ability to secure additional sources of finance, the ability to reduce operating expenses, and other factors described in the Company's filings with the OTC Markets Group. The actual results that the Company achieves may differ materially from any forward-looking statement due to such risks and uncertainties. The Company undertakes no obligation to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

SOURCE World Assurance Group Inc.

RELATED LINKS <http://www.worldassurancegroup.com>