

**FROM: URBAN PLANET MOBILE**

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**FOR IMMEDIATE RELEASE**

**URBAN PLANET MOBILE  
ANNOUNCES ITS BOARD OF ADVISORS**

**DURHAM, NC** – Urban Planet Mobile, the world’s leading company in Mobile Education, announced the naming of its Board of Advisors. Initial members named include, Lee Huggins, Christopher Gergen, John Eyles and Brody Bryant.

Messrs. Huggins, Gergen, Eyles and Bryant were asked to join Urban Planet Mobile’s Board of Advisors because of the unique knowledge and experience each person brings to drive the company’s initiatives further into the mobile education marketplace.

Lee Huggins is a recognized business leader with a proven track record in executive leadership, operations, business development, product development, engineering, product management, sales, customer care and account management. During his career, Mr. Huggins served as Senior Vice President and General Manager of VeriSign’s Commerce Division, where he was responsible for P&L, Operations and Product Development for six business units that included over 300 employees with offices in North and South America. Mr. Huggins also developed and implemented Technology and Strategy organizations in eCommerce, mCommerce, Telephony, Billing, Payments, Security, Networks Applications, Communications, Content, and Operational and Business Support Systems.

Christopher Gergen is a visiting lecturer and Director of the Entrepreneurial Leadership Initiative at Duke University and is the co-founder of SMARTHINKING, the leading online tutoring provider in the United States that serves more than 200,000 students from more than 1,000 universities, colleges, and high schools. Additionally, Christopher is a founding partner of Life Entrepreneurs, LLC, a leadership development and consulting firm, and co-author of *Life Entrepreneurs: Ordinary People Creating Extraordinary Lives*.

John Eyles is a leading expert in education, communication technologies, business development and start-ups with experience collaborating across platforms, disciplines and sectors at the local and international level. His background includes Research and Alliances Leader with Telecom New Zealand where he identified future opportunities and threats to the business across technological areas and Directorship and Chair of the EON Foundation, a global forum for advanced, interactive and mobile learning systems and innovative technologies designed to teach skills, inspire creativity and spark collaboration between people of all nations and languages. John is Founder and Director of Neosophy Ltd NZ and Eyles & Associates Ltd NZ which provide strategic thinking, new knowledge systems and e-learning, Co-founder and CEO of English-To-Go Ltd a world leader in providing English training resources via the Internet, and Owner and Director of the Chelsea School. He is also on the board of Asiatrac, NZ Health Innovation Challenge (NZTE), ONGENS Virtual World Grid and Second Life Education NZ (SLENZ).

Brody Bryant is a global account director for sales in the Americas for VeriSign. During his career at VeriSign Mr. Bryant won in consecutive years the coveted Presidents

Club award for exceeding company's sales goals which included achieving the top five-percent in sales and bringing in between \$6-to-\$15 million in revenue.

“The expertise and history of success each person offers further enhances our position as the worldwide leader in mobile education,” said Brian OliverSmith, CEO of Urban Planet Media & Entertainment, Corp. “Our current international and domestic initiatives are well received in various countries around the world and in school districts across the United States.”

“This team of successful professionals will enable Urban Planet to seek out other unique ventures and opportunities of value to the company,” said Brian OliverSmith, CEO of Urban Planet Mobile.

“A leaders in mobile education we value knowledge of all kinds,” said Brian OliverSmith, CEO of Urban Planet Mobile. “The knowledge of this board of advisors will continue to allow Urban Planet Mobile to continue to stay at the forefront of Mobile Education.”

Urban Planet Mobile is the leading provider of education and information products created specifically for delivery via mobile phone. With products ranging from basic word and phrase lessons to SAT preparation, Urban Planet Mobile is the only company to develop English lessons for delivery to any mobile phone. Additional information about the company can be obtained at [www.urbanplanetmobile.com](http://www.urbanplanetmobile.com) or by calling **(919) 323-8763**.