

**FROM: URBAN PLANET MOBILE**

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**FOR IMMEDIATE RELEASE**

**URBAN PLANET MOBILE WINS “WORLD’S BEST MOBILE  
INNOVATION AWARD” RECOGNIZING IT AS THE  
WORLDWIDE LEADER IN MOBILE EDUCATION**

*Urban Planet Mobile’s Urban English Initiative In Indonesia  
Wins 2011 GSMA Global Mobile Award*

**DURHAM, NC** – Urban Planet Mobile, the world’s leading mobile education provider, has won the prestigious and coveted 2011 Global Mobile Award, officially recognizing the company as the true worldwide leader in mobile education. This is the first time the award has been won by an American company.

The International GSM Association awards, the “World Cup” of the mobile technology world, narrowed the field of worldwide competitors from almost 500 across 10 categories naming Urban Planet Mobile’s Urban English initiative in Indonesia, in partnership with PT Telkomsel, as winner in the Best Mobile Learning Innovation category. Urban Planet Mobile’s solid business principles and the simple and elegant product design were highlighted as the factors that separated the Urban English Language Learning Program from the rest of the competitors.

Other finalists in the Best Mobile Learning Innovation category included BBC Learning English for BBC Janala; Ericsson, The Earth Institute at Columbia University and Millenium Promise for Connect to Learn; Nokia and the Pearson Foundation for “Bridgeit”; and OnPoint Digital, Inc. for CellCast Solution.

“The impact our products have to help improve the lives of millions of people around the world is the reason for our victory,” said Brian OliverSmith, CEO of Urban Planet Mobile. “To win out against such an impressive group of competitors is validation for the fact that we are leading the way in mobile learning.”

Urban Planet Mobile’s Urban English language lessons are available to the 94+ million PT Telkomsel subscribers in Indonesia via SMS. During the first quarter it was available an unprecedented 105,000 subscribers signed on for the program. Each lesson is sent as an embedded audio link that downloads as a ring tone, providing the opportunity for subscribers to hear daily lessons spoken by a native English speaker. Because these lessons are priced affordably for the market and available to virtually every person, subscribers study anytime, anywhere. Urban English is the largest, most comprehensive library of English Language learning for mobile education and because of smart product design, the daily lessons are available to 95% of handsets and reaches 85% of the English learning population worldwide. The Urban English line is being expanded using the current audio as the building block for an animated library to exploit the growing web enabled, smart phone market, while retaining design simplicity to still reach the greatest percentage of the worldwide market.

As the largest network coverage of any cellular operator in Indonesia covering all the country’s provinces, regions and counties, PT Telkomsel was the first company in the world to see the potential of the Urban English language program. PT Telkomsel recognizes the significant demand to learn English among the Indonesian population, especially within the global business community where the predominant language is English.

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**.