

FROM: URBAN PLANET MOBILE

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FOR IMMEDIATE RELEASE

**URBAN PLANET MOBILE LAUNCHES EDUCATION PROGRAM
THAT USES CELL PHONES TO HELP TEENAGERS
IMPROVE THEIR VOCABULARY**

*SAT Remix Takes Advantage Of Teenagers' Love For
Text Messaging To Help Them Earn Higher Scores*

"Word Of The Day" Delivered In The Form Of A Ringtone

DURHAM, NC – “If you can’t beat ‘em, join ‘em” is the strategy behind Durham, NC based Urban Planet Mobile’s new SAT study aid, SAT Remix, which is designed to help teenagers improve their vocabulary skills through their favorite activity – texting.

Available online at www.satremix.com, the program can be delivered to any cell phone in the world. At 7:00 P.M. local time, Sunday through Thursday, a vocabulary lesson is delivered to the student’s cell phone in the form of a text message that can then be turned into an educational ringtone – the only company in the world that offers this feature. The lessons focus on the 300 most missed words on the SAT.

SAT Remix has already yielded significant results. Students in a pilot program in Savannah, Georgia enrolled in SAT Remix for a one month program. At the program’s end the students answered twice as many vocabulary questions correctly than before enrollment.

“Students using SAT Remix have increased their scores by a minimum of 150 points. For many this is the difference between getting into the college of their choice or being rejected,” said Brian OliverSmith, CEO of Urban Planet Mobile and creator of Mobile Education. “Motivating teenage students to study is never an easy task. With SAT Remix we’re reaching teenagers through their favorite outlets, texting and music.”

To boost the student’s retention rate the text message is set to music, a strategy proven to improve vocabulary test scores. Studying to music puts the student in a relaxed but alert state called the “alpha state” which is ideal for learning. The word of the day sent to the students can also be programmed as a ring tone. Each day, every time their phone rings the student receives a quick vocabulary lesson set to music. Dubbed “Alpha Learning” this study method simultaneously utilizes three types of learning: reading, audio and kinetic learning, a combination proven to boost memory.

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 or by calling **(919) 323-8763**.