

FROM: URBAN PLANET MOBILE

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FOR IMMEDIATE RELEASE

**PT TELKOMSEL TO OFFER ITS 94-MILLION SUBSCRIBERS
THE OPPORTUNITY TO LEARN ENGLISH
FROM THEIR MOBILE TELEPHONES**

*PT Telkomsel Signs Deal with Durham, NC Based Urban Planet Mobile
To Bring Unique Mobile Education Program to Indonesia*

PT Telkomsel First Mobile Company In World To Offer
Urban English Mobile Education To Its Subscribers

DURHAM, NC – To take advantage of Indonesia’s hunger to learn the English language, PT Telkomsel, Indonesia’s largest mobile phone service provider which boasts more than 94-million subscribers, has agreed to distribute and support on its network the Urban English Language Learning Program developed by Urban Planet Mobile, the world’s leading mobile education provider based in Durham, North Carolina. The program will allow each subscriber to receive detailed English lessons daily to their cell phones via text messages (SMS) with an attached English Learning ring tone.

As the largest network coverage of any cellular operator in Indonesia covering all the country’s provinces, regions and counties, PT Telkomsel is the first company in the world to see the potential of the Urban English language program and will promote all Urban English products to its subscribers. PT Telkomsel recognized the significant demand to learn English among the Indonesian population, especially within the global business community where the predominant language is English. Learning English is vital for Indonesia and its businesses community to raise its standing in the global business community and to increase its Foreign Direct Investment.

The agreement gives Urban Planet Mobile a substantial foothold in the Asia Pacific market, the region with the highest number of mobile phone subscriptions in the world.

“In Indonesia geography demands that cell phones are the primary tool of communication and the sheer quantity of people that use them make them the perfect educational tool,” said Mobile Education’s creator, CEO and founder of Urban Planet Mobile Brian OliverSmith. “Each day the student receives a quick language lesson set to

music which simultaneously utilizes three types of learning: reading, audio and kinetic learning, a combination proven to boost memory.”

Rachel Goh, Telkomsel’s Vice President of Product Lifecycle Management, added, “Urban English service will certainly bring added value to all Indonesian willing to learn English, which is now even easier only by using their mobile phones anytime anywhere. This English learning SMS and audio based service is one of solutions we offer for our customers, especially for our school community members. It has been part of our commitment to provide best and leading mobile lifestyle service solutions that benefit our customers.”

The lessons from the Urban English program focus on everyday words and phrases used in a variety of social situations for the international businessman or student wanting a better grasp of daily life and language. The program is generalized while still being available for a variety of topics from entertainment to shopping to dining out and is in audio to assist in better comprehension and increased communication skills. Urban Planet Mobile enlisted some of the greatest educational minds to design lesson plans that help people learn English. The program costs less than \$5.00 per month. To register this service, just dial *252*5# from mobile phone.

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**.