

FOR IMMEDIATE RELEASE

URBAN PLANET MOBILE, THE MOBILE EDUCATION COMPANY, SELECTED AS A TOP 40 INNOVATIVE GEORGIA TECHNOLOGY COMPANY

SAVANNAH (March 30, 2010) – Urban Planet Mobile, the Mobile Education Company, has been chosen a Top 40 Innovative Technology company for the state of Georgia by the Technology Association of Georgia (TAG), the state’s leading technology organization.

Urban Planet Mobile was selected based on their innovative product design and delivery and based on a number of criteria, including: degree of innovation; scope and financial impact of innovation; likelihood of success; and promotion of Georgia's innovative efforts nationally and internationally. Companies selected to be in the Top 40 participated in a showcase exhibit in Atlanta at the Georgia Technology Summit, attracting some 1200 of the state's technology leaders.

"Our congratulations to Urban Planet Mobile for making this year's Top 40 list," said Tino Mantella, president of TAG. "Every year the Top 40 competition is one of the highlights of the Georgia Technology Summit, and this year is no exception."

“With the goal of delivering life-changing, educational content not just to anywhere in the world, but to as many people as possible, by getting our lessons onto the most basic handsets, it is intensely gratifying to be recognized for our innovation in solving this complex technological puzzle,” said Brian A.

OliverSmith, president and CEO of Urban Planet Mobile, the Mobile Education Company. “We also truly appreciate the fact that we have been able to build a library of lessons using local people in our own recording studio in languages such as Thai, Hindi, Portuguese, Arabic, Mandarin, and the like, while living in one of the prettiest places in the world, Savannah”.

Urban Planet Mobile solves complex delivery problems through patent pending sound design and engineering of short audio lessons that are imbedded in sms messaging for worldwide delivery. These lessons are able to reach up to 90% of the market. By including a toll-free international number that accesses lessons stored on Urban Planet Mobile servers in the US via VOIP, the company is capable of reaching up to 95% of handsets, regardless of carrier or device. In development are entire lines of educational products that include animation and other visuals to be released on over 200 mobile feature and smartphones on 6 operating systems.

About URBAN PLANET MOBILE

Urban Planet Mobile is a pioneer in the development of educational programs for worldwide delivery via the mobile platform. Delivering life changing content to up to 95% of handsets worldwide regardless of carrier, country, or device firmly places Urban Planet Mobile as the leader in mobile education. With robust libraries of innovative lessons developed specifically for the mobile market internationally, including SAT Prep and English language lessons, Urban Planet Mobile is radically altering the learning landscape. **For additional information: press@up-me.com, www.urbanplanetmobile.com**

About TAG

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community.

Founded in 1999 through the merger of the Business & Technology Alliance (B&TA), the Southeastern Software Association (SSA) and Women in Technology (WIT), TAG is one of the largest state technology associations in the nation. TAG is made up of 9,000 members representing technology leaders from over 1500 Georgia-based companies, affiliated technology and business organizations. For more information on the Summit visit www.tagonline.org, email membership@tagonline.org or call (404) 817-3333.

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