

Press Release



ENGAGE PR WINS MOBILE STAR AWARD IN WIRELESS / MOBILE TECHNOLOGY PR FIRM CATEGORY

Alameda, Calif., October 10, 2007 - Engage PR, an award-winning public relations agency, announced today that it has won a Gold Mobile Star Award™ in the Wireless / Mobile Technology PR Firm category from MobileVillage®, the 14-year leader in market development and news services about mobile technology. Engage PR client Mobidia also won a Gold Mobile Star Award in the Operator Software: Subscriber and Service Management category.

The annual Mobile Star Awards aim to honor and promote the best companies, products, deployments, and leaders in mobile and wireless technology. Winners are chosen by subscribers to *Go Mobile*®, MobileVillage's free online newsletter sent to technology executives, mobile professionals, IT managers, developers, and top tech journalists.

"Today there are more mobile and wireless products, and more mobile users than ever before," said MobileVillage Editor Gary Thayer. "So there's a natural need for people to see and compare what's out there. This year nearly 2,000 MobileVillage readers cast votes. These people have a great knowledge of mobile products and success stories, and are eager to share that knowledge with others."

"Wireless / mobile technology is a very exciting market right now, and an increasing number of Engage PR's clients are involved in it in some way," said Jeannette Bitz, vice president, Engage PR. "We have strong expertise in the wireless / mobile market and have developed broad and deep relationships with key influencers and reporters. Engage PR knows what it takes to develop successful PR programs, like the one we developed for Mobidia, that support our clients' market goals."

Engage PR (EPR, www.engagepr.com) is a highly regarded boutique agency serving the carrier and enterprise markets, and has developed a particularly strong track record

promoting emerging mobility and wireless technologies. The agency takes a creative and strategic approach to developing PR programs, has strong relationships with press and analysts, and is committed to achieving the best possible results for its clients.

Over the past five years, EPR has worked with the leading companies in the hottest wireless markets including Unlicensed Mobile Access (UMA), WLANs, and Fixed-Mobile Convergence (FMC).

Following are Engage PR's current wireless clients:

- Kineto (UMA technology) - EPR helped evangelize Kineto's role in the development and success of UMA. Kineto's visibility increased dramatically, and the company is now identified as the leading visionary of UMA for FMC. Over 10 business-press stories appeared in the past year.
- Mobidia (mobile content performance management) - EPR helped introduce Mobidia's end-to-end .wave™ (dot wave) multimedia services product set in fall 2006. On-going press outreach has led to more than 150 articles about the company.
- Mformation (mobile device management) – EPR helped introduce the Enterprise Manager, part of Mformation's award-winning mobile device management (MDM) solution, MFORMATION SERVICE MANAGER™, in fall 2007.
- WiChorus (a new class of wireless core services platform that enables WiMAX and 4G networks) – EPR helped introduce WiChorus and its platform in fall 2007.
- DiVitas (unified mobile communications for enterprise mobility) - EPR created industry buzz in DiVitas and the enterprise mobility space prior to the company's product launch, resulting in extensive press coverage throughout 2006 and a successful launch.

Previous wireless clients include the following companies:

- Airespace (wireless LAN) - EPR promoted the company's technical expertise and successfully differentiated Airespace from other WLAN vendors. Cisco acquired Airespace for \$450 million in Q1 2005.
- Network Chemistry (wireless security) - EPR led the efforts to position Network Chemistry as a thought leader in a crowded market. EPR far exceeded coverage expectations by securing 40 articles from a single launch and a standing column in a tier-1 trade publication that still exists today.
- Strix Systems (high-performance wireless mesh networking) - EPR helped raise Strix's profile, increasing press coverage over 600 percent in under a year and positioning the company against Cisco. Strix is now the market leader.

This year's Mobile Star Awards winners are posted online at <http://www.mobilevillage.com/awards.htm>

About Engage PR

Engage PR is an award-winning public relations agency with a passion for results and a reputation for driving highly strategic, creative PR programs for technology companies. The firm's domain expertise and strong track record enables it to create bold, results-oriented programs that capture the interest and respect of investors, customers, partners, and industry influencers. Engage PR is based in the heart of the San Francisco Bay Area/Silicon Valley with an office in Arlington, Virginia, to support its growing East-Coast client base. Engage PR has thrice been recognized as one of the "Best Places to Work in the Bay Area" by the San Francisco Business Times, East Bay Business Times, San Jose/Silicon Valley Business Journal, and Deloitte.

For more information about Engage PR, please refer to the agency's Web site at www.engagepr.com or contact Jeannette Bitz, Engage PR. Phone: (510) 748-8200, ext. 207 or jbitz@engagepr.com.

About MobileVillage®

Founded in 1993, MobileVillage is a market and solution development company dedicated to advancing mobile and wireless enterprise computing in a wide range of industries. MobileVillage accomplishes this by fostering education and alliances through "Best of Breed" solution identification, event partnerships, an online industry directory, industry job postings, daily online news, its widely respected *Go Mobile®* newsletter, a Mobile Mentors™ program, and popular annual Mobile Star Awards™ program. Visit MobileVillage online at www.mobilevillage.com.