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NEW COMPANY ANNOUNCEMENT

THE NEXT GENERATION OF MOBILE MARKETING

Enmobile, a new mobile marketing and advertising agency launched by a group of young, hip mobile pioneers, is helping advertisers connect with Generation Y, the most valued segment of the mobile market

ATHENS (November 14, 2007 - Enmobile is bringing a fresh perspective and a burst of creative energy to the mobile marketing and advertising industries. Launched by a group of young, hip mobile pioneers, the company is introducing sophisticated, niche-based mobile marketing campaigns that help advertisers leverage the power of mobile media and connect with consumers, especially Generation Y, like never before.

Enmobile provides technologically advanced marketing solutions, with an emphasis on superior service and proven practice. Utilizing innovative strategies, and a fresh, creative approach, the agency helps advertisers harness the power of mobile technology to increase brand awareness and brand equity. By developing tailored campaigns based on in-depth research and analysis of consumer behaviors, interests and influences, Enmobile ensures campaign effectiveness and maximizes the rate of return for its clients.

“The mobile advertising market is poised for an explosion and Enmobile is positioned to take the lead,” says Jake Philips, Enmobile’s creative director. “SMS marketing has shown exponential growth over recent years and as more dynamic content is developed, the value of Enmobile’s services will continue to reach unrivaled proportions.”

One of the reasons SMS marketing has grown so quickly is due to the elevated use of the service by younger consumers. Recent studies have shown that younger consumers send and receive more than double the amount of data than other demographic group. Additionally Generation Y is more likely than any other consumer group to upgrade their devices, purchase feature-packed phones and access the Internet via their mobile device on a daily basis. Younger consumers are at the forefront of the mobile industry, and the young, enterprising team at Enmobile offers advertisers unique insights into the best mobile advertising strategies to engage their peers, the market’s most valued segment.

The team members behind Enmobile are pioneers in the wireless world. Their exclusive engineering capabilities give them a competitive advantage within the growing mobile industry and their utilization of evolving technology, rich content and interactive applications help clients connect to their customers instantly and effectively.

“Mobile Phones are increasingly becoming like personal PC’s offering unparalleled user interactivity,” says Brandon Bornancin, CEO of Enmobile. “Technology is paving the way for an era of on-the-go commerce, increasing the need for speed and efficiency and Enmobile offers the link to create personal connections in a developing digital world.”

Providing full-service mobile marketing and advertising through innovation and advanced technology, Enmobile empowers companies with direct-to-consumer, targeted mobile campaigns that offer point-to-point interactivity. Its cross carrier mobile solutions range from coupons, brochures and polling to increasingly popular mobile multimedia services including ringtones, wallpapers and mobile websites. Enmobile also offers mobile application development and consulting services.

In addition to an outside-the-box approach to mobile marketing, the team at Enmobile takes a progressive approach toward nurturing relationships with their staff and their clients. Enmobile advocates a fun, exciting working environment, and encourages their employees to cast aside mainstream norms and rely on creative inspiration. This philosophy plays a large role in creating the dynamic, cutting-edge campaigns Enmobile is now introducing to the market.

To experience Enmobile’s unique capabilities on your own mobile device, text “ENMOBILE” to 95495 to view a mobile demo. Enmobile’s solutions are compatible with all leading mobile phone service providers including T-Mobile, Verizon Wireless, AT&T, Sprint, Virgin Mobile and Cingular Wireless.

For more information on Enmobile’s executive team, or to interview a subject matter expert for an evolving news story on mobile technology or mobile advertising and marketing, contact Brandon Bornancin at (888) 523-9085. For more information on Enmobile’s mobile advertising and marketing solutions, visit www.enmobilemedia.com or send your inquiry to buildingyourbrand@enmobilemedia.com.

About Enmobile

Enmobile, headquartered in Athens, Ohio is a full-service innovative strategic marketing and advertising agency specializing in creative mobile technology and platforms. Comprised of a young team of mobile innovators, the agency provides progressive mobile marketing solutions, including mobile multimedia applications and consulting services to help advertisers engage consumers, with an emphasis on Generation Y. Enmobile has offices in Athens, Ohio and Fort Myers, Florida. For more information visit www.enmobilemedia.com.