



**edioma™ CEO LARRY UPTON TO SPEAK AT PORTADA DIGITAL AND PRINT MEDIA CONFERENCE, OCT 9, NEW YORK CITY**

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AUSTIN, TX – edioma™, a provider of Hispanic mobile content and advertising products, today announced that company CEO, Larry Upton, will speak at the upcoming Portada Digital and Print Media Conference on October 9 in New York City. Larry, a noted expert on Hispanic mobile marketing, will address this gathering of advertisers, agencies, and Hispanic media experts on “The Opportunity in Hispanic Mobile Marketing.” The Portada event will be held at the Altman Building in the “Flat Iron District,” the heart of New York City’s media and advertising world.

“Hispanic mobile marketing is without doubt the fastest growing sector in the US media and advertising industry for 2009,” said Larry Upton, founder and CEO of edioma. “edioma’s bilingual mobile ‘edutainment’ products provide brands and agencies a unique platform for delivering highly targeted, relevant advertising to the otherwise difficult-to-reach Hispanic consumer.”

In a recent Nielsen survey, Hispanic wireless subscribers were shown to be 50% more receptive to mobile advertising than non-Hispanics. “edioma, as a developer of Hispanic mobile education content, is uniquely poised to help major brands reach this fast-growing, media-hungry mobile customer segment” said Levi Shapiro, wireless industry analyst and author.

Event holder Portada invited edioma to speak on Hispanic mobile marketing because of their unique approach to “goodwill based advertising.” “Brands seeking to reach Hispanics should revise their media strategies to include an emphasis on mobile marketing, as the cell phone’s ubiquitous nature will prove an increasingly lucrative advertising medium over the next 12-18 months,” noted Portada publisher Marcos Baer. “edioma’s focus on Hispanic mobile education products offers agencies a cost-effective means to grow brand awareness, while also engendering customer goodwill.”

**About edioma**

edioma provides mobile content development services for carriers, agencies, and brands targeting the US Hispanic wireless subscriber. edioma recently launched a suite of educational games and language instruction products that provide context-specific lessons designed to give native Spanish speakers a functional understanding of key everyday life English phrases. These games and lessons are delivered as free or low-cost downloads direct from mobile carriers and designed to serve as a cost-effective, easily accessed platform for delivering highly targeted mobile advertising to Hispanics.

*For more information on edioma, please email [info@edioma.com](mailto:info@edioma.com) or see <http://www.edioma.com>.*

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