



**edioma™ LAUNCHES HISPANIC MOBILE EDUCATION SERVICES ;
FIRST TO INTRODUCE BILINGUAL GAMES SUBSIDIZED BY ADVERTISING**

Company Demonstrates Games and Language Services at CTIA Oct 23-25, 2007

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SAN FRANCISCO, CA – ediomatm, a provider of bilingual mobile learning services, today announced that it will launch the industry’s first mobile education service for non-English-speaking cell phone users at the annual CTIA Wireless IT & Entertainment ShowStoppers showcase in San Francisco.

edioma’s introductory product, egoal™, is a J2ME-based game for use on Java-enabled handsets from AT&T, Sprint, and Verizon. Set in the context of an interactive soccer match, egoal teaches everyday English to Spanish-speaking children ages 5-12 years old in a fun, intuitive manner. Edioma will launch additional bilingual mobile education games over the next 60 days in both free (ad-subsidized) and for-pay versions.

“edioma’s mission is to leverage mobile learning technology to better the lives of underprivileged persons world over,” said Larry Upton, founder and CEO of ediomatm. “There are more than 38 million Spanish-dependent persons in the United States today, over 70% of which have no Internet access at home. As the fastest-growing US mobile demographic, Spanish-speaking subscribers consistently over-index in their mobile content purchases: as a result, major brands are increasingly interested in Hispanic mobile advertising campaigns.

About ediomatm

edioma develops and publishes mobile education games and services for Spanish/English speaking wireless subscribers. ediomatm is privately-held and is headquartered in Austin, Texas. Founded by a seasoned team of mobile technology veterans and accredited linguists, ediomatm is developing its services in conjunction with the University of Texas Spanish Language Department and the University of Georgia’s gaming methodology team. Firm believes in giving back to the community, ediomatm is a proud sponsor of the State of Texas “Capital Area Reach Out & Read” (CAROR) program and San Jose’s “The Role Model Program.” For more information, please contact the Company at info@edioma.com.

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Contact:
Craig Isaacs
craig.isaacs@edioma.com
+1.512.851.1500