



edioma™ INTRODUCES NOVEL MOBILE PHONE BASED LANGUAGE INSTRUCTION FOR SAN ANTONIO SPANISH/ENGLISH SPEAKING COMMUNITY

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AUSTIN, TX – edioma™, a provider of mobile learning services, today announced that it has the industry's first mobile language instruction service for mobile subscribers who wish to learn either English or Spanish. The program, edigo™, is designed to facilitate improved communication on the worksite, in places of business, and during everyday social interaction. edioma is demonstrating its edigo software at local Fiesta venues including the Tejano Explosion (Rio & Houston) and the Farmer's Market at Market Square each day from 10:00 AM to 10:00 PM.

"San Antonio's unique Tejano culture presents a challenge for most language instruction providers, as many residents speak a mixture of both Spanish and English. In order to serve this market, we had to come up with an equally unique delivery model, hence the mobile phone," said Larry Upton, founder and CEO of edioma. "Texas is only the tip of the iceberg: there are more than 38 million Spanish-dependent speakers in the U.S. today; as the fastest-growing demographic in the U.S., Spanish-speaking mobile subscribers far out-index any other demographic.

In a recent Galloway Research survey, more than 70% of Hispanics polled demonstrated interest in learning English.

edioma's program has been warmly received by Fiesta attendees. "The Fiesta audience is the ideal representation of Spanish-English culture in the U.S., and we believe that edioma is representative of a new recognition on the part of marketers and communications companies of the tremendous purchasing power of the Spanish-speaking community," said Chuck Blisch, the Executive Director of Fiesta San Antonio.

About edioma

edioma develops and publishes mobile education games and services for Spanish/English speaking wireless subscribers. edioma is privately-held and is headquartered in Austin, Texas. Founded by a seasoned team of mobile technology veterans and accredited linguists, edioma is developing its services in conjunction with the University of Texas Spanish Language Department and the University of Georgia's gaming methodology team. Firm believers in giving back to the community, edioma 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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