



edioma™ PARTNERS WITH LatCel™ FOR MOBILE CONTENT DISTRIBUTION

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AUSTIN, TX – edioma™, a provider of mobile learning services, today announced its partnership with LatCel™, the leading provider of mobile content management and strategy services to the US Hispanic market. edioma will ship its bilingual mobile games and language instruction programs through LatCel's network of tier-1 US carriers and over 45 different carriers throughout Latin America. edioma's first product, egoal™, is an interactive soccer game designed to teach basic English vocabulary words to 5-12 year olds and will mid-October via Movida, the US largest Hispanic MVNO. Both LatCel and Movida are part of the Cisneros Group of companies.

"edioma is incredibly pleased to work with LatCel: their expertise in the Hispanic mobile content market is second-to-none," said Larry Upton, founder and CEO of edioma. "We're convinced that Hispanic mobile users are hungry for Spanish-language educational content, as ring-tones and wallpaper do nothing to improve one's ability to communicate effectively and assimilate into US society." Industry analysts Telephia and M:Metric indicate that mobile games are second only to music downloads within the pre-paid Hispanic demographic.

edioma's bilingual educational programs help differentiate LatCel's content offering to US carriers like Sprint, AT&T, and Verizon. "Our customers view their mobile phone as more than just a communication device," said Jorge Partidas, LatCel President and CEO. "Over 70% of all new Internet experiences among Spanish-speaking subscribers is over the mobile phone; so fun, interactive educational content from edioma only further highlights our commitment to the Hispanic marketplace."

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.

About LatCel

LatCel is the leading provider of mobile content management services and strategies for the U.S. Hispanic market. Established in 2004, LatCel is a joint venture between Venevision International and WAU Móvil. As a member of the Cisneros group of companies, LatCel offers entertainment and wireless tools to the US Hispanic market. LatCel has operations in 18 different countries throughout Latin America and partners with over 45 regional carriers. For more information on LatCel, please email info@latcel.com.

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