



## **edioma™ SHIPS egoal™ INTERACTIVE SOCCER GAME VIA MOVIDA CELULAR**

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AUSTIN, TX – edioma™, a provider of mobile learning services, today announced it has begun shipping egoal™, a bilingual mobile education game through Movida Celular, the largest US Hispanic MVNO. egoal is an interactive soccer game designed to teach basic English vocabulary words to 5-12 year old Spanish speakers. egoal challenges kids to associate an English term with its Spanish equivalent, then rewards a succession of correct choices by giving the user a chance to take a “shot on goal.” Future iterations of the product will provide for WAP-based high-score posts and rewards (e.g., ring-tones, discount coupons).

Movida, a Sprint-based MVNO, caters to Hispanics as the US' fastest growing pre-paid demographic. Movida is part of the Cisneros Group of companies and boasts over 300,000 Spanish and English speaking subscribers. Movida products are available in Wal-Mart, Target, Family Dollar, and K-mart stores.

“egoal is fun, plain and simple, and gives parents an educational alternative to mind-numbing games like Tetris and Bejeweled,” said Larry Upton, founder and CEO of edioma. “Movida was edioma’s first choice as a distribution partner, not only because of their Hispanic subscriber base, but willingness to pioneer ad-subsidized content distribution models.” 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 Movida’s content offering to from traditional ring-tones, wallpapers, etc. “Our customers want to help their kids communicate more effectively in English and see the mobile phone as a more engaging, interactive learning medium,” said Andres Arias Zapico, Movida’s Director of Product Marketing. “Movida is excited by edioma’s upcoming line of bilingual mobile education games: advertisers are hungry for meaningful content through which to reach the fast-growing Hispanic mobile 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](mailto:info@edioma.com).

### **About Movida**

Movida Communications, Inc. is a wireless service provider offering pay-as-you-go wireless voice and data communications services exclusively to the U.S. Hispanic population, using Sprint’s all-digital, all-PCS nationwide wireless network. As the nation’s first MVNO (Mobile Virtual Network Operator) targeted at Hispanics, Movida offers all standard custom calling features plus a suite of international voice and data services featuring culturally and geographically-focused content in Spanish. For more information, please see <http://movidacelular.com>.

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