



APRIL 10, 2009

edioma™ SHIPS EGOAL – MOBILE SOCCER GAME FOR SPRINT HISPANIC SUBSCRIBERS

AUSTIN, TX – edioma™, a provider of mobile device learning products, today announced that it began shipping egoal, a J2ME-based mobile soccer game, via Sprint's "Sabor Latino" mobile content deck. egoal challenges mobile users 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). egoal is the first in a line of mobile language instruction applications that edioma plans to introduce over the coming year.

edioma partners with LatCel™, the leading provider of mobile content management and strategy services to the US Hispanic market, for publishing its products to the Sprint deck. LatCel's network of tier-1 US carriers and over 45 different carriers throughout Latin America should prove a fertile testing ground for edioma's Hispanic mobile language assistance products. LatCel is part of the Cisneros Group of companies, which has mobile carrier operations throughout Latin America.

"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. "Sprint was edioma's first choice as a carrier 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 Sprint's content offering 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, Latcel's Vice President of Product Marketing. "Sprint is excited by edioma's upcoming line of bilingual mobile education products: advertisers are hungry for meaningful content through which to reach the fast-growing Hispanic mobile marketplace."

About edioma

edioma develops and publishes mobile education services for Spanish/English speaking wireless subscribers. edioma is a privately-held corporation headquartered in Austin, Texas. For more information, please contact 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.

###

Contact:
Mike Crixell
mike.crixell@edioma.com
+1.512.327.1800