



# Mobile-XL™

# ANNOUNCEMENT

## MR. HOWARD LEWIS JOINS MOBILE-XL'S ADVISORY BOARD

**LOS ANGELES, May 25, 2009** – Mobile-XL has today announced that Howard Lewis, the co-founder of Sendo (UK's only indigenous mobile handset OEM) and a 22 year veteran of the mobile phone industry, has agreed to join the Board of Advisors of Mobile-XL.

Commenting on the appointment Mr Lewis said, "Whilst the mobile industry continues to focus on smartphones and the race to provide the best mobile Internet experience, SMS messaging is still the most pervasive text based service on mobile phones, and there is a huge latent demand for information even on lower cost handsets. The Mobile-XL browser takes SMS to a new level in user experience and bridges the divide between low cost phones and quality content. Its rapid adoption by operators and consumers alike in emerging markets starting in Africa is phenomenal, but it can be equally as successful in more mature markets too. I look forward to joining the team and making a contribution to Mobile-XL's continued growth."

Guy Kamgaing-Kouam, CEO of Mobile-XL commented, "We are extremely excited to welcome Mr. Lewis to our advisory board. Mr. Lewis brings a rare combination of skills and experience that will be of immense value to the company today and for its future growth. In addition to founding and running an OEM, Mr Lewis has deep industry expertise from his relationships with ODMs, third party software companies as well as working with major mobile operators and the financial community. Mr Lewis' presence gives the company a definite step towards becoming a truly global mobile software player with increased execution capabilities and greater industry reach."

Mr Lewis has been involved in all aspects of the mobile industry. From an engineering and operations background, Howard helped established the Entry handsets strategy for Sony Ericsson, Motorola and Sagem. He has also worked with leading ODMs in Asia, EMS providers like Flextronics and the leading mobile chip set providers. On the carrier side, Howard has enjoyed a successful relationship with operators like Vodafone, T-Mobile and Telefonica. He is also well respected among investors and financial institutions in the mobile space.

About Mobile-XL: Mobile-XL is a California-based technology company focused on building value added services to mobile users worldwide. Mobile-XL's mission is to connect families, friends, communities and businesses by harnessing ubiquitous SMS technology. Mobile-XL products are revolutionary in offering connectivity and informational tools to areas with limited or expensive internet access. Mobile-XL allows mobile phone users to text message, chat, and access internet-based information from virtually anywhere. The company has a solid team of IT specialists including developers; computer science professionals; and network and systems engineers, most of which have come from developing countries.

For more information, please visit [www.mobile-xl.com](http://www.mobile-xl.com).

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Media Contact:  
Dana Mech, VP of Marketing  
[dana.mech@mobile-xl.com](mailto:dana.mech@mobile-xl.com)