



US Company Making Positive Impact In President-Elect's Homeland

Los Angeles-Based Mobile-XL™ Partners With Cellulant To Launch XLBrowser™ in Kenya

LOS ANGELES – NOVEMBER 13, 2008 – With the recent presidential election in the United States, Kenya has jumped into the spotlight, gaining much attention from around the world. Now Kenyans are about to gain greater access to the rest of the world.

Mobile-XL announced today that its *XLBrowser* will be released to Cellulant's Kenyan-based customers. Starting November 14, download links for the *XLBrowser* will be sent to 200,000 **Cellulant** customers via SMS.

Ken Njoroge, CEO of Cellulant commented, "The *XLBrowser* mobile phone application provides our customers with a simple browser where they can access our wide variety of mobile content. Everything is available to them easily, instantly and best of all, affordably. We also see the *XLBrowser* as a unique way to deliver all our mobile content services including Ringtones and other multimedia products."

"We expect the *XLBrowser* to be particularly valuable in Kenya, where internet and WAP technologies remain limited, unreliable, and expensive. This release helps to put Kenyans at par with access to information currently available in many other parts of the world," said Guy Kamgaing-Kouam, CEO of Mobile-XL. "Cellulant is a talented company with visionary leadership and we are proud to have them as a partner in the region."

The *XLBrowser* is a revolutionary, yet affordable, mobile phone application that utilizes SMS to provide instant access to global and local information to using almost any mobile phone. The *XLBrowser's* intuitive interface allows a user to easily select and instantly receive up-to-the-minute information, news, sports, finance, entertainment, games, music and much more – all with minimal effort and instant results.

About Cellulant: Cellulant is a mobile media company that provides value added services for mobile phone subscribers through diverse content services that add value to their lives. We provide mobile content in various forms; text, audio and video files to subscribers in Kenya, Nigeria, Botswana, UK and very soon Mozambique and South Africa. The company was incorporated in the U.K in 2002, Kenya and Nigeria in 2003. In Kenya and Nigeria, Cellulant was the second and third company respectively to offer premium rate service licenses as these countries became more democratic.

About Mobile-XL: Mobile-XL is a California-based technology company focused on building value added applications 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. For more information, please visit www.mobile-xl.com.

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