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Mobatech Personal Productivity Applications Now Available to 15+ Million Orange UK Subscribers

Bloomfield Hills, Mich. – April 9, 2008 – Mobatech, a developer of leading edge personal productivity software for cellular phones, announced today that its library of best-selling mobile lifestyle applications is now available to 15+ million Orange customers via the Orange Application Shop. The Shop is an exciting new distribution channel for mobile software aimed at Orange customers who want to purchase applications for personal use.

Orange customers can purchase Mobatech applications – including Mobile Checkbook, Mobile Bartender and Mobile eNotes – for a range of popular Orange devices. The Shop can be accessed directly from the phone at the Orange World WAP site or on the Web at <http://www.orange.co.uk/downloads>.

“The Orange Application Shop represents an exciting new distribution route for Mobatech as we continue to aggressively expand the use of our applications on an international level,” said Greg Schwartz, CEO, Mobatech. “It’s no longer just about downloadable games and entertainment content. There is a rapidly growing demand for powerful productivity and lifestyle applications that further enhance the capabilities of mobile phones and aid consumers in their everyday lives. We’re excited to bring our popular applications to millions of Orange customers throughout the European corridor.”

Mobatech’s Mobile Checkbook and Mobile Bartender applications have shared lengthy stints as the industry’s best-selling applications for cellular phones in the personal productivity and lifestyle category. Mobile eNotes offers an easy way for cell phone users to stay organized while on the go. Mobatech’s products already see global appeal, with sales in more than 70 countries worldwide to date.

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 167 million customers in five continents, of which two thirds are Orange customers.

About Mobatech

Mobatech is dedicated to designing and developing cutting edge software for mobile phones. Mobatech focuses on creating high quality personal productivity applications that customers will find easy to use and beneficial to their everyday lives. Mobatech's products have been sold in more than 70 countries worldwide and are distributed by some of the world’s largest mobile providers. For more information, please visit www.mobatech.com.

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