



FOR IMMEDIATE RELEASE

Mobile Commerce Leader mPoria, Inc. and Mobile Advertising Leader Medio Sign Strategic Partnership

Companies collaborate to help retailers nationwide win in lucrative mobile commerce market

Seattle, WA (September 5, 2007) Leading U.S. mobile commerce (m-Commerce) technology provider mPoria, Inc. and Medio Systems, Inc., a leading provider of mobile search and advertising solutions, today announced a strategic partnership to help retailers win in the lucrative mobile commerce market.

Through this partnership, Medio will provide mobile advertising campaigns to mPoria's retail customers where ads are served across the MobileNow™ Ad Network. Advertisers pay only when mobile ads are clicked on, making this a cost-effective model to drive traffic to any new m-commerce site. The partnership is a part of mPoria's GM3 program -- a merchant marketing program mPoria announced last month. Medio's MobileNow Ad Network complements GM3 by helping mPoria merchants effectively advertise and drive consumers to their mobile shopping sites through highly targeted mobile ad campaigns.

Dan Wright, mPoria's Chief Executive Officer and co-founder commented, "mPoria is the industry's leading and only m-commerce solution provider to offer marketing services to retailers. Our partnership with Medio is a great example of mPoria's on-going commitment to its customers' success. Medio holds a leading position in the mobile ad and search market, and we're pleased to be partnering with them."

The precision ad targeting that powers the Medio MobileNow Ad Network is based on the same white-label search technology implemented by top wireless operators like Verizon Wireless, T-Mobile and TELUS Mobility. This enables the most relevant ads to be served within a mobile environment and results in driving the most qualified audiences to advertiser sites.

"Just like the online world, in mobile you can't simply offer merchandise on a mobile site and expect people to find and buy it. Mobile advertising is crucial to bringing new audiences to mobile sites and we make it easy and affordable via a cost per click model," says Omar Tawakol, Chief Advertising Officer for Medio Systems. "We're excited to partner with mPoria to offer discounts to their GoMobile! merchants and help them easily and cost-effectively attract new audiences to their mobile properties. We look forward to working with mPoria's roster of leading-edge retailers."

To view a complete list of mPoria's existing customers or to learn more about mPoria's GoMobile! m-commerce services and/or GM3 merchant marketing program visit the company's website at www.mporia.com, call mPoria Sales at 206.447.3360, or email sales@mporia.com. To learn more about advertising on the Medio MobileNow Ad Network, please email Medio Advertising Sales at 206.262.3777, or email adsales@medio.com.

Medio Systems, Inc.

One Convention Place 701 Pike Street 15th Floor Seattle, WA 98101
206.262.3700 FAX 206.262.3799 www.medio.com

About mPoria Inc.

mPoria is the leading North American provider of mobile commerce solutions. The company builds and markets m-commerce stores for retailers, enabling them to extend their reach to the mobile channel and increase sales and customer loyalty. Retail customers include GameStop, Buy.com, TicketsNow, Cutter & Buck, and others. Wireless carrier partners include Verizon Wireless, Sprint and AT&T. mPoria is privately owned and based in Seattle, WA. For more information email PR@mporia.com or visit the company's website at www.mporia.com.

About Medio Inc.

Medio is the leading provider of mobile search and advertising solutions, helping mobile operators and publishers implement the best customer search experience and enabling advertisers to reach their target audiences. The Medio MobileNow™ Advertising Network makes it easy and affordable for advertisers to reach self-qualified audiences across multiple mobile properties, and maximizing ad revenue by serving highly targeted mobile ads for leading mobile operators and off-deck publishers. For more information, email adsales@Medio.com or visit the company's website at www.mediomobilenow.com.