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## WEBALO EXTENDS ENTERPRISE DATA TO MOBILE PROPERTY MANAGERS AT DDR

Developers Diversified Realty relies on Webalo Mobile Dashboard service to transform enterprise resources – without programming – for use on smartphones

**LOS ANGELES, CA – MARCH 24, 2009** – Developers Diversified Realty (NYSE:DDR) has adopted the Webalo Mobile Dashboard service for delivering enterprise data to its field staff. Developers Diversified chose Webalo's service because it allowed them to deliver a mobile solution without the time, cost, and complexity of traditional enterprise-to-mobile application development.

Webalo's Mobile Dashboard service lets Developers Diversified avoid traditional mobile middleware and high cost application development programming tools, making it possible to deliver a mobile version of their enterprise data in a matter of hours. Now, rather than waiting to return to their desks or depend on a laptop, the field staff can access the facts they need directly from their smartphones.

"We had many great ideas but didn't have the manpower or bandwidth for traditional mobile development," said Developers Diversified's Kevin M. Moss, Senior Vice President of Information Technology. "We like the idea of having a single platform to provide easy mobile access to our critical business information. The Webalo Mobile Dashboard will cut down on our administrative tasks and dramatically increase user productivity."

When the field staff visited any of the company's properties each week, they would have to carry volumes of paper reports without real-time information about the tenants and leases at the company's portfolio of over 710 shopping centers. With information provided through the Webalo Mobile Dashboard, facts are accurate and up-to-date because the Mobile Dashboard permits companies to continuously extract critical information from internal business reports and distribute that data directly to the smartphones carried by their mobile workforce.

Peter Price, Webalo's president and CEO, added "Given this economy, it makes a great deal of sense to give users tools that make them more productive, but it doesn't make sense to spend a lot of time and money doing it. Developers Diversified is using the Webalo Mobile Dashboard to eliminate the cost and delays of programming, provide enterprise access within a few hours and, in the process, increase the value of their smartphones and improve the productivity of their employees."

Developers Diversified is deploying the Webalo Mobile Dashboard service to several hundred of its employees.

**About Webalo**

Webalo technology transforms enterprise applications and data to make them compatible with mobile devices. This eliminates the need for traditional custom programming, reducing the deployment of mobile applications from weeks or months to, in most cases, less than a day. The resulting "anywhere, any time, on-demand" availability of enterprise data on handheld devices turns such devices into viable alternatives to desktop, laptop, and palmtop computer hardware, and lets mobile employees work more productively – on the spot – to solve problems, answer questions, monitor operations, close sales, and make informed decisions.

The Webalo Mobile Dashboard Service – available in both Internet-based and enterprise appliance-based implementations – lets non-IT business administrators securely specify the content of mobile-accessible information, and the companion Webalo Proxy Server configures it, in seconds, to conform to the native user interface of any BlackBerry, Windows Mobile, PocketPC, Palm, Symbian, or Java-enabled smartphone. Webalo's technology transforms the role of Service Oriented Architecture (SOA) into a User Oriented Architecture, enabling Web services to communicate with users as effectively as they communicate with other system services.

Webalo Partners such as Actuate, AT&T, IBM, Microsoft, Nokia, RIM, and Verizon are working with Webalo to enhance both their mobile business applications and their mobile devices. Los Angeles based, Webalo is privately held and was founded in 2000. For further information, visit www.webalo.com.


**About DDR**

Developers Diversified Realty Corporation currently owns and manages over 710 retail operating and development properties in 45 states, plus Puerto Rico, Brazil and Canada, totaling approximately 157 million square feet.  Developers Diversified Realty Corporation is a self-administered and self-managed REIT operating as a fully integrated real estate company which acquires, develops, leases and manages shopping centers.  Additional information about Developers Diversified is available on the Internet at www.ddr.com.


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