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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

**WEBALO ADDS SEASONED SALES EXEC TO SPEARHEAD COMPANY'S PENETRATION IN MOBILE  
BUSINESS INTELLIGENCE MARKET**

**Rob Edenzon Brings More Than 24 Years of Technology Selling Experience to LA Based Start-up**

LOS ANGELES, CA - July 29, 2008 - Webalo, Inc, today announced that technology sales veteran Rob Edenzon, has joined the company as vice president of sales, effective immediately. Edenzon will lead and continue to expand the firm's team of field sales representatives currently serving cities that include Boston, New York, Austin, Dallas, and Los Angeles.

"We are pleased that Rob has joined Webalo, bringing a unique tool-set of well-honed sales management skills to our company," said Peter Price, Webalo CEO & president. "With Rob's leadership, our sales team will be able to capitalize on the escalating demand from enterprises, large and small, to enable delivery of critical business intelligence to an increasingly mobile workforce."

Webalo has created The Mobile Dashboard™, a software service that allows administrators - working from a Web browser - to configure mobile users of devices such as RIM BlackBerry, Microsoft Windows Mobile, Palm Treo, and Java-enabled smartphones to receive pre-existing, internal reports from spreadsheets or business applications right on those devices. The reports are dynamically generated and preserve the look and feel of each handheld device, tailoring themselves to the native screen sizes.

Edenzon, 51, brings an extensive repertoire of sales experience to Webalo that includes companies like, Overture/Yahoo!, Ticketmaster, CitySearch, Autotrader, Kudzu.com, Atlanta Journal-Constitution, and Trivida/Be Free/Valueclick. He has also worked with start-ups that include, Qualte, Infotrieve, SageMetrics, and Sendio. Rob has managed sales teams of all sizes, ranging from worldwide networks of sales representatives to sales organizations with more than 300 employees.

"I've been following Webalo for a while," commented Edenzon. "The company is well positioned to increase its penetration into vertical market segments that include financial services, retail and transportation/distribution."

**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.

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The Webalo Mobile Dashboard Service — available both as a hosted service and as a behind-the-firewall appliance — 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, 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.

Software vendors and system integrators such as Actuate, IBM, Nokia, and RIM are working with Webalo to enhance both their service oriented 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](http://www.webalo.com).

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Additional background information is available at [www.roeder-johnson.com](http://www.roeder-johnson.com).