For more press information contact:
Abigail Johnson/Paul Michelson
Roeder-Johnson Corporation
Redwood City, CA USA
+1 (650) 802-1850
http://email.roeder-johnson.com

For more customer information contact:
Peter Price
Webalo, Inc.
Los Angeles, CA USA
+1 (310) 828-7335 / Fax: +1 (310) 828-5805
pprice@webalo.com

FOR IMMEDIATE RELEASE

INDEPENDENT ANALYST FIRM SEES MOBILE DASHBOARD INVENTOR WEBALO WELL POSITIONED TO CAPITALIZE ON IMPENDING CONVERGENCE OF MOBILE DEVICES AND SERVICE ORIENTED ARCHITECTURE (SOA)

The 451 Group Posits 2009 As "The" Year For Enterprise Mobility Applications

LOS ANGELES, CA – MARCH 31, 2008 – According to a recent report published by The 451 Group, a technology industry analyst company focused on the business of enterprise IT innovation, 2009 is the year that will see significant attention on the delivery to mobile devices of business intelligence from enterprise applications – particularly those utilizing the "service-oriented" software architecture model ("SOA"). Additionally, Webalo, the inventor of the "Mobile Dashboard" service, which gives IT and non-IT administrators, a simple, near-turnkey way of achieving this, is uniquely positioned to service this new market.

According to Tony Rizzo, Research Director with The 451 Group and author of the report, "2009 is the first real year of enterprise mobility, making 2008 the critical on-ramp year. Coupled with more than enough SOA implementations to make a difference in the market, we believe Webalo is now at the right place at the right time, with the right product to substantially increase its sales and position itself to become highly visible." *This comment appeared in an independent report, titled "Webalo delivers a marriage of mobility and SOA – are SOA and mobility ready?" which was published on March 4 of 2008 (see Editor's Note below).*

Rizzo said in his report that the Service Oriented Architecture – a software architecture model where distributed, highly-specialized applications or "services" cooperate over the network to solve a larger problem – including in *ad hoc* "mashups" – is at last beyond the hype stage, and "…moving finally into real deployment levels within the enterprise."

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.

The top markets for the Webalo Mobile Dashboard service include retail, financial services, entertainment and hospitality sectors, as well as any company whose executives or mobile work force would benefit from real-time access to business intelligence, and other corporate information, on their mobile, handheld devices.

AT&T's plans to offer Webalo's Mobile Dashboard service to companies in the retail sector, whose personnel could use timely, mobile access to stock information, delivery dates, etc. The Mobile Dashboard also has immediate application in financial services firms, for example to push portfolio data about fund performance to customer relationship managers and their customers in real-time. (See *AT&T to Offer Webalo's Mobile Dashboard Service to Retail Sector*, March 13, 2008).

Rizzo added in his report, "The Webalo platform does an excellent job of mastering its two environments: SOA and mobility. The company understands both the back-end SOA complexities it needs to navigate and the frontline mobile users it needs to service," adding that "[Webalo] delivers on both counts in an impressive fashion and creates a nice window of opportunity."

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 intranet-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.

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.

About The 451 Group

The 451 Group is an independent technology-industry analyst company focused on the business of enterprise IT innovation. The company's analysts provide critical and timely insight into the market and competitive dynamics of innovation in emerging technology segments. Clients of the company – at vendor, investor, service-provider and end-user organizations – rely on 451 insight to support both strategic and tactical decision-making for competitive advantage.

The 451 Group is headquartered in New York, with offices in key locations, including San Francisco, London and Boston. The company also operates Tier1 Research, an independent division of The 451 Group that analyzes the financial and industry implications of developments impacting public and private companies within the IT, communications and Internet sectors.

For additional information on The 451 Group go to: www.the451group.com

Editor's Note: The 451 Group's report, "*Webalo delivers a marriage of mobility and SOA – are SOA and mobility ready?*" referenced above, is an independently-produced report that was neither sponsored by nor otherwise funded directly by Webalo. The report and its entire contents are the sole property of The 451 Group, copyright 2008, and are reproduced here by permission. The entire contents of this report are available at www.the451group.com.

-30-

Editors, note: All trademarks and registered trademarks are those of their respective companies.

Additional background information is available at www.roeder-johnson.com.