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

WEBALO NAMED "MOST INNOVATIVE START-UP" AT 451 GROUP IT ENTERPRISE CONFERENCE

Mobile Business Intelligence Leader Voted Winner by Audience of VC's, Investment Bankers & IT Management

BOSTON, MA - NOVEMBER 28, 2007 -Webalo Inc. has been voted the most innovative start-up at The 451 Group's Second Annual Client Conference. The vote was conducted among the event's audience of venture capitalists, investment bankers and executive IT management. Webalo took the top honors over 9 other companies selected for inclusion in the Innovators Showcase by The 451 Group to present business plans at the conference.

Webalo enables corporations to utilize their installed base of existing enterprise software to meet the increasing demand for real-time, personalized information, by offering rapid and high-functionality deployment of business intelligence to mobile devices that improves workforce decision making, productivity and performance.

"Webalo is one of a handful of bright new companies to come along that can quickly mobilize existing applications and services for the enterprise and significantly increase workforce productivity," said John Abbott, The 451 Group's Chief Analyst. "The Webalo solution promises to bring the combination of mobility and SOA much closer to reality, likely leading to an increase in the value of both current and future IT investments."

The 451 Group's Second Annual Client Conference, held from November 27 through 28, at the Marriott Long Wharf, in Boston, MA provides an opportunity for the company's clients to meet and learn from industry analysts as well as IT and business executives. The event also featured the Innovators Showcase, which highlights 10 innovative, privately-held companies.

"Clearly, mobile business intelligence is a critical issue among enterprises and their management: keeping track of the business in real time is essential," said Peter Price, president and CEO, of the Webalo. "Our customers tell us we are unique and it is significant that we were chosen by such a discriminating group of industry professionals."

About Webalo

Webalo enables developers and system integrators to "put the user in charge" by dramatically simplifying and shortening the process of delivering high-functionality applications targeted specifically to individual user needs - wherever the user happens to be, and on whatever device the user chooses. This is accomplished with an important, new capability called the User Proxy that provides the missing link between today's Web services or applications and the entire spectrum of end-user devices - from desktops and laptops, to PDAs and cell phones.

The User Proxy, and the "User-oriented Architecture" it provides, is ideal for the rapid and high-functionality deployment of business intelligence information to mobile devices. For such high-value information, Webalo has created the Mobile Dashboard service - an on-demand service based upon the User Proxy technology that enables companies to immediately re-target business intelligence to users' mobile devices.

Software vendors and system integrators such as Actuate, IBM, Nokia and RIM are working with Webalo, the User Proxy and Mobile Dashboard solutions to enhance their coming generation of service oriented business applications and mobile devices. Webalo is privately held, and is located in Los Angeles, California. The company was founded in 2000. For further information, visit www.webalo.com.

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