CONTACT:
Robert Sax
SAX PR/Marketing
818.508.7660
robert@saxpr.net

WEBALO CREATES ENTERPRISE-TO-MOBILE CONNECTIONS 100X FASTER THAN TRADITIONAL MOBILE APPLICATION DEVELOPMENT

The Webalo Mobile Dashboard provides access to enterprise content and functionality in hours, winning over the most skeptical IT veterans

LOS ANGELES – FEBRUARY 9, 2010 – Companies in every industry are leveraging the capabilities of smartphones, but customers of Webalo are transforming those mobile devices into viable enterprise computing platforms, and they're doing it in hours.

In entertainment, manufacturing, finance, property management, retail, distribution, and a growing list of other industries, users of the Webalo Mobile Dashboard (MD2) are – without the coding, waiting, or cost of traditional mobile application development – tapping into enterprise databases, reports, XML Web services, and websites directly from their BlackBerry, Windows Mobile, Palm, Symbian, and Java-enabled smartphones. Yet initial responses from customers were universally skeptical.

"When we first talk with prospects," says Webalo CEO Peter Price, "they say that everything they've looked at for enterprise mobility has an enormous price tag. It requires buying and learning new software development tools – SDKs, hiring dedicated programmers, and then waiting months for results." Telling IT pros that they can avoid all that, eliminate programming, and tailor access at an individual level, however, always raises eyebrows in disbelief.

"A new Webalo customer, who's in the manufacturing division of a Fortune 50 company, invited a group of enterprise mobility firms to spend a day showing what they can do, and they all made day-long presentations. We took twenty minutes, and that was enough to convince them that the Webalo Mobile Dashboard might really be what we said it was."

That same company has now used MD2 to connect their customer database to the smartphones of their employees. Those employees now have access to individual and consolidated data that helps them solve problems on the spot. A national retailer also connects its mobile work force to data with MD2, and it lets sales floor staff query by SKU numbers to check inventory status, find items in other stores, and determine re-stocking dates – activities that can connect customers with the merchandise they want.

In healthcare, the Webalo Mobile Dashboard lets supervisors, who are always on the move inside and between facilities, monitor medical staff service levels while the employees themselves can use MD2 to check patient history and verify the safety of prescriptions to prevent risky drug interactions.

Price believes that speed, simplicity, and savings are the major advantages of MD2. "When you eliminate hard costs, like software and man-hours, and make workers more productive sooner, it's easy for our customers to see that the Mobile Dashboard provides them with the enterprise-to-mobile

infrastructure that lets them afford the mobile projects they've delayed because of time and cost considerations." More information is available at `www.webalo.com/pr/speed_dial020910.html.`

About Webalo

The Webalo Mobile Dashboard changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 100 times faster than traditional approaches to mobile application development and provides personalized mobile capabilities that meet the individual needs of any end user.

Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide - in hours, instead of weeks or months - mobile access to the specific enterprise data and functions that smartphone users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo's Mobile Dashboard to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

The Webalo Mobile Dashboard - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between enterprise apps and smartphones and then, in seconds, conforms the settings to the native user interface of any BlackBerry, Windows Mobile, Palm, Symbian, or Java-enabled smartphone.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com.

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