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Mobatech Selects Movaya to Power Direct-to-Consumer Mobile Content Distribution and Commerce

Movaya PlugNPlay Platform Streamlines Transaction and Delivery Processes Making Best-Selling Mobatech Personal Productivity Applications Even More Accessible to Consumers

Bloomfield Hills, Mich. – January 4, 2008 – [Mobatech](#), a developer of leading edge personal productivity software for cellular phones, today announced it has selected [Movaya's](#) PlugNPlay solution to power the direct-to-consumer commerce and software distribution for its best-selling mobile lifestyle applications.

Movaya PlugNPlay provides a complete solution for the distribution of mobile content, including an all-inclusive software platform that enables web-based business-to-consumer transactions for wireless applications. Under the terms of the agreement, Movaya will handle content management, billing and delivery of Mobatech applications to consumers, while Mobatech will remain focused on its core business which includes software application design and development.

Mobatech customers will benefit from a seamless transaction experience that takes place directly from the Mobatech site. The Movaya solution also enables transactions to appear on the customer's next monthly cell phone bill by simply including their carrier information and cell phone number, removing the need for credit cards or other forms of payment.

"Movaya will serve as a key strategic business partner, enabling Mobatech to maintain focus on its core business of software development, while still extending our offerings to the growing mobile applications marketplace," said Greg Schwartz, CEO, Mobatech. "We are impressed with Movaya's ability to offer a single point of integration between the Mobatech Website and our customers' mobile devices. Our customers will benefit from fast, simple and secure transactions that take place in a matter of seconds."

"Mobatech has done a tremendous job working directly with wireless operators and select Websites to make its industry-leading applications widely accessible to consumers to date," said Phil Yerkes, CEO, Movaya. "We're excited to help the company redefine their direct-to-consumer mobile experience and further increase off-deck transactions by leveraging our comprehensive PlugNPlay platform."

Since its inception in 2003, Mobatech has been dedicated to developing high quality mobile solutions that customers will find easy to use and that integrates seamlessly into their everyday lives. Its Mobile Checkbook and Mobile Bartender applications have shared lengthy stints as the industry's best-selling applications for cellular phones in the personal productivity category.

About Movaya

Movaya (www.movaya.com) is a Seattle-based technology company, whose mobile-content management and distribution software system allows mobile content publishers and online retailers to effortlessly extend their businesses to the growing off-deck mobile content marketplace. Movaya PlugNPlay is the company's flagship product, which brings together Mobile Game and Application Publishers, Online Retailers and consumers in one marketplace for Mobile goods. Movaya is powering the off-deck, mobile industry.

About Mobatech

Mobatech is dedicated to designing and developing leading edge software for cellular phones. Mobatech focuses on creating high quality personal productivity applications that customers will find easy to use and beneficial to their everyday lives. Mobatech's products have been sold in over 70 countries worldwide and are distributed by some of the world's largest mobile providers. For more information, please visit www.mobatech.com.

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