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Andrew Dod, Whoop Marketing Chief, Addresses Wireless Technology Forum on Rich Mobile Media

ATLANTA – March 20, 2009 – Andrew Dod, senior vice president of marketing, of WhoopSM, participated in a roundtable of leading mobile industry executives at the monthly Wireless Technology Forum meeting last night. During the discussion, Andrew addressed the importance of location-based mobile services, the need for streamlined ways to produce and publish rich mobile content and applications, and the renewed interest in dramatically improving mobile user experiences. Others on the panel included executives from AT&T, Nielsen, Turner, Thumbplay and GSMA. The event was simulcast over the Internet through generous arrangements from Internap.

About Whoop. Whoop enables organizations to build and enrich relationships by leveraging the mobile medium. Using Whoop, subscribers can produce engaging, rich media mobile content, applications and channels and instantly publish it over any wireless network to virtually all mobile devices. For more information, call +1-877-88Whoop or visit www.whoop.com.

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