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Whoop CEO Mark Morel Shares Lessons on Entrepreneurship and Leadership on Radio Talk Show

ATLANTA – July 29, 2009 – Mark Morel, chairman and CEO of WhoopSM, appeared on Bold Ventures, hosted by Jean Creech and produced by America's Web Radio to discuss entrepreneurship and leadership within the mobile sector. Specifically, Mark discussed the emergence of Software as a Service as the core delivery model for the Whoop, innovative revenue models with the mobile arena, and the dramatic impact Whoop is having on the production and publishing of rich media mobile content across all networks to virtually all mobile devices.

Access to the complete show can be found at the Bold Ventures web site:
<http://www.radiosandysprings.com/podcasts/BoldVenturesJul29.2009.mp3>

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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