

## Ed Horowitz joins the Express Mobile Advisory Board of Directors

**December 11, 2008, San Francisco** - Express Mobile, Inc. today announced that Ed Horowitz has been appointed to the Advisory Board of Directors.

Mr. Horowitz is Senior Executive Advisor to Tennenbaum Capital Partners, a Santa Monica based Private Investment firm and Chairman of EdsLink LLC, a New York City based venture capital firm. Most recently he served as President and CEO of SES AMERICOM, a market-leading satellite operator serving media, the DoD and other government agencies, as well as business customers. In addition he was a member of the Executive Committee of its Luxembourg based parent company, SES. Prior to forming EdsLink, Mr. Horowitz founded and was Chairman of e-Citi, the unit of Citigroup created to pioneer electronic commerce and financial services and was a member of Citigroup's operating and executive committees.

Before joining Citibank he was Senior Vice President, Viacom Inc., Chairman and CEO of the Viacom Broadcast and Interactive Media groups and a member of the Viacom Executive Committee. From 1974 to 1989, Mr. Horowitz held various senior management positions at Home Box Office (HBO), a subsidiary of Time Warner. Mr. Horowitz currently serves on advisory boards or as a Director of a number of companies, including Global Entertainment & Media Holdings (GEMH), EaglePicher, The Tennis Channel and the American Management Association (AMA).

He is also a member of the Board of Trustees of the New York Hall of Science, the March of Dimes, The Kenan Institute for Ethics at Duke University, and is a Cable Pioneer. Mr. Horowitz holds a B.S. in Physics from CCNY and a Masters of Business from Columbia University.

Steve Rempell, Founder and CEO commented: "Ed has a strong presence in both the Content World as well as High Tech World. Given Express Mobile's mission to empower Content Owners, with cutting-edge technology, to fully develop the mobile distribution channel, Ed's insights into both worlds could not be more meaningful. Prior to joining the executive board Ed had already made significant contributions to Express Mobile, both as an informal advisor and as an angel investor."

Express Mobile, Inc. is a leader in downloadable mobile applications. Its leading edge sophisticated publishing platform enables the rapid design and deployment of rich connected applications. The CDER™ Platform allows content owners to easily respond to customer market demands and easily deliver mashups of their content and prevailing web services. As a horizontal solution the CDER™ is ideal for social networking, videos, location based services and storefronts. The CDER™ Platform has 10 years of development by the founders. Express Mobile was found in 2006 and is privately funded through angel investors.

