



GenMobi Technologies Answers European Union To Protect Kids on Mobile

Barcelona, SPAIN and San Jose, CA, Feb. 12, 2007. GenMobi Technologies, Inc. introduces BAM™ – Browser Active Messaging. An evolution in mobile technology, BAM™ is the *first* hybrid messenger that comes with an integrated browser that protects kids from accessing illegal content on their mobiles.

Last week, the European Union and 23 European mobile operators agreed to provide increased protection for children from cyber-bullying and sexual predators. BAM™ answers the EU's concerns, and enables carriers to protect under-age users from offensive content material. "Since a majority of parents feel that their kids are safer just by having a mobile phone, we created a solution to address kid's increased exposure to illegal and inappropriate content," says GenMobi CEO Michael J. Schultz. "We suspect what happened in the EU last week will be a trend with governments and carriers around the world," continued Schultz.

Adding bulletproof protection, BAM™ works in concert with another GenMobi Technology called CQR-ID™, which increases the security – *from logon to logoff* – in the Buzz™ Mobile Social Platform (MSP), which is designed for kids ages 5-17. CQR-ID™:

- 1) *Verifies and validates a user's age and identity;*
- 2) *Hard codes that identity to the customer's mobile; and*
- 3) *Parses all messages to prevent abusive and cyber-bullying messaging.*

For kids, the BAM™ technology is the *only* application that turns the mobile phone into a multi-tasking communications device. It allows the Buzz™ customer the ability to message friends while browsing without having to choose one application over the other. "Being that kids want to feel like they are a significant part of their peer groups, we tapped into how youth interact today," says Schultz. "For example, kids prefer to text message, over e-mail or phone, to arrange social activities, and we wanted to offer Buzz™ customers tools that work with today's lifestyle," says Schultz. BAM™ also allows Buzz™ customers to provide personalized content in only a few clicks using the BAM™ URL menu.

If you can not make our press conference, please come meet our executives and preview our product at: 3GSM at **Hospitality Suite 53 located at Hall 4, Level 8.**

GenMobi Technologies, Inc.

Genmobi Technologies, Inc. offers mobile solutions in three areas of specialization within the Buzz™ Mobile Social Platform (MSP): CQR-ID™ (age-and-identity verification), CoP™ (Content Parser), and BAM (Browser Active Messaging) – individually available for licensing. Buzz™ MSP offers social networking, communication, and personalization of the mobile phone with bulletproof age-and-identity verification for kids ages 5-17. For more information on Buzz™, CQR-ID™, CoP™, or BAM™ please contact:

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