

TITLE: Urban Planet Mobile - changing lives...1 Billion at a time.

1. What is Urban Planet Mobile?

Urban Planet Mobile, content for the mobile world offers Urban English™, the first English language learning line developed for mobile delivery from the ground up. It's an incredible product for an immense market. As we like to say, Urban English™ changes lives...1 billion at a time.

OK. I'll bite. How are you changing all those lives?

The reason we consider Urban English™ a life changer is because simply learning to communicate in English can not only double a person's income (at least) it can immeasurably improve entire generations' lives. After all, English is the language of business, higher education, technology, and entertainment. It's a tool to a better life. We put that tool at the world's fingertips.

3. You also said the market is immense. Just how big is immense?

With more than 3.3 billion mobile phones users worldwide and 1.1 billion people actively learning English, our audio English language learning programs over the mobile platform can reach over a billion people wanting to learn English.

By 2020, the number of people projected to be learning English reaches the 2 billion mark. That's immense!

That is immense. Wow. So tell me more about the actual product?

Urban English™ is 450 basic level English language learning programs available for 10 languages, delivered via the mobile platform. The languages we target are Mandarin, Hindi, Spanish, Korean, Japanese, Thai, Arabic, Bengali, Portuguese, and Russian. That list will expand. Right away, that's 4500 lessons that include short conversations, idioms and phrases, and vocabulary building opportunities.

The lessons are equivalent to a ring tone file size. This makes delivery via mobile incredibly simple. The technology already exists. Even the most basic phones can receive the Urban English™ products.

Urban English™ is real English, the kind of English used daily in real conversation. We teach slang. We teach the casual language you hear every day. We want people to be able to communicate. That's Urban English™.

So why the mobile phone for Urban English™?

Essentially, Urban English™ is available to every person wanting to learn English because of the mobile delivery.

Reason number one, we reach the largest market by providing our programs via mobile. 3.3 billion cell users worldwide. 1.1 billion people actively learning English. We are the one company providing English language learning via the mobile.

Reason number two, we reach the largest market because our product is affordable and is available via technology the consumer already owns and uses daily. Because our product isn't physical, no CDs or DVDs, we can offer it at a fraction of hard good cost.

Reason number three, our product is primarily an audio product. The mobile is primarily an audio delivery device. It's the perfect arrangement. Audio is essential for language learning and it's a huge opportunity for mobile companies.

Reason number four, we're providing the tool to help people get better jobs, to go on for advanced education, to live a bigger, better life.

What are you looking for at CTIA?

We're launching the product at CTIA. We're introducing ourselves to potential partners – the service providers, distributors, cell carriers.

We want people to know about the market potential for English language learning via mobile. As we've shown, there is a tremendous need for English language learning in audio and by targeting the mobile market, we have the biggest opportunity, the widest reach, and we intend to share that with the mobile companies.

We're looking for partners wanting to join us in changing a few lives.

By a few, you mean somewhere around a billion?

Exactly.