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CANADA LEADING USAGE OF CHERPLE, FREE PC-TO-CELL SMS MESSAGE APP

SAN DIEGO – Sept. 9, 2009 -- Canada has quickly emerged as a top user of Globaltel Media's PC-to-Cell SMS chat application Cherple™, according to Robert Sanchez, president and CEO of Globaltel Media. According to Sanchez, Canada went from statistical obscurity straight to the No. 2 slot for most Cherple™ users and has remained the second usage country among all nations for the last three months. Since its January U.S. launch, Cherple™ has won nearly 10 million users from all over the world with its easy to use, no-fee and no-subscription service that allows people to send SMS text messages from any Internet-connected PC to any U.S. mobile cellular device and receive messages back from the mobile to the PC.

Paid for through banner advertising and licensing, Cherple's™ two-way SMS texting makes it the ideal platform to have a real time, two-way chat across any distance, without the need for a special wireless data plan, smart phone or registration. Standard text messaging rates apply to the U.S. cell phone receiving and replying to any Cherple™ message, but there is no cost to the on-line user who initiates and maintains the conversation.

"In the month following its launch, Cherple™ was being used in more than 60 countries to connect to U.S. cell phones," Sanchez went on. "Now that number has grown to 146 countries and it is in use on every continent except Antarctica."

Sanchez explained that Cherple™ users can save a tremendous amount of money if they are currently phoning friends and relatives in the United States. "And it is much more instantaneous than e-mail as it reaches people on their cell phones, wherever they are."

More than 83 percent of Cherple™ users come from North America, with Canada being the second largest market, right after the United States. Since its launch in early 2009, the number of Canadian users has increased seven-fold. This significant growth has made North America the leading user of Cherple™ while the application is fast gaining traction overseas.

"While the application has shown strong uptake in North America, there is great potential in international markets where, by organic usage alone, we are seeing upwards of 17 percent of all users," finished Sanchez.

Cherple™ follows the Mobile Marketing Association's permission-based guidelines and is opt-in/opt-out compliant. A version of Cherple™ is also available for white-label licensing for enterprises and businesses. Cherple™ can be used for free at www.cherple.com or downloaded for free to any desktop. For more on Globaltel Media, Inc., visit www.globaltelmedia.com.

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