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CHERPLE AWARDED PTPA MEDIA INC. SEAL OF APPROVAL

SAN DIEGO – Nov. 13, 2009 – Globaltel Media Inc.'s PC-to-mobile phone SMS application, Cherple™, has been awarded the influential PTPA Media Inc.'s Seal of Approval for excellence in family products.

Consumers looking for practical, high-quality products and services can rest easy knowing that products bearing the PTPA Media "Winner" Seal are all "Parent Tested, Parent Approved."

Because independent parents evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Seal is quickly gaining recognition as an international leader in certifying consumer products for quality, effectiveness and value.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents.

"The PTPA distinction is an honor that certifies we accomplished the goal of creating a user-friendly computer-based SMS application that will help families stay connected no matter the distance or cellular carrier SMS restrictions," said Robert Sanchez, CEO and president of GTM. "We are very excited to carry this seal."

Cherple™ was among many entries from across North America competing to win the PTPA Media Seal of Approval for the Holiday 2009 campaign. The products were tested by savvy reviewers and professionals and the results were compiled for PTPA Media Inc.'s review committee for the final decision. The winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

"At PTPA Media, we are proud to play a role in certifying innovative new products that families can trust," says Sharon Vinderine, president and founder of PTPA Media. "It's win-win. By improving communication between manufacturers and consumers, we are helping companies serve their market better, and helping families identify products that have been tested and recommended by their peers."

About Cherple™

Cherple™ is a two-way text communication application that connects online computers and cellular devices via SMS text messages. The free Internet-based widget works like instant messenger (except using standard SMS) and is available for use from the Web site at www.cherple.com or as a download. There is no registration required. It works to any U.S. mobile cell phone from any Internet-connected computer in the world to provide instant, two-way communication without the need for a cell phone data plan or downloads of any cell phone software. Mobile Marketing Association (MMA) compliant, Cherple™ is paid for through advertising revenues on the Web site and through software licensing for brands. Cherple™ is powered by Globaltel Media Inc. For more on GTM, visit www.globaltelmedia.com.

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