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**GLOBALTEL MEDIA RELEASES CHERPLE 1.5 – A FREE PC-TO-CELL SMS MESSAGE APP WITH EXPANDED CAPABILITIES**

**SAN DIEGO – Oct. 15, 2009** -- Globaltel Media Inc., the same company that introduced the world's first-stand alone, no registration, no subscription, sender-free PC-to-cell SMS chat application, has announced the release of Cherple™ 1.5. Like its original counterpart, Cherple™ 1.5 will connect any computer with Internet access worldwide to any U.S. mobile phone via back-and-forth SMS text messaging.

Innovative new features make text chatting using Cherple™ 1.5 more enjoyable and even more effortless. Exclusive to Cherple™ 1.5 is a history list that recalls the last five used mobile phone numbers and enhanced support for proxies and firewalls.

“Globaltel Media created Cherple™ as a no-fee and no-subscription way to stay connected on-line anywhere in the world with friends and family in the US through SMS text messages, “ said Robert Sanchez, president and CEO of Globaltel Media, providers of Cherple™. “The expanded features are the most requested items from our growing Cherple™ user base. Cherple™ is SMS that acts like Instant Messaging but it relies solely upon SMS not an IM application. Cherple™ will continue to allow people to connect and communicate in a way that’s cost effective, easy-to-use, completely private and permission-based.”

Cherple™ 1.5 is available from [www.cherple.com](http://www.cherple.com) as a free download for Microsoft Windows and Macintosh computers. Registration is not required, but is highly recommended to ensure users receive timely notices for Cherple™ updates and upgrades.

Cherple™ features an easy-to-use interface and the ability to send a text message from any on-line computer to any U.S. cell phone and back, making 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 and there is no cost to the on-line user who initiates and maintains the conversation. Since its January 2009 launch, Cherple™ has helped to increase the Globaltel Media mobile base to over 15 million users in 146 countries. A version of Cherple™ is also available for white-label licensing for enterprises and businesses.

Cherple™, powered by Globaltel Media, follows the Mobile Marketing Association’s permission-based guidelines and is opt-in/opt-out compliant. Use of Cherple™ is paid for through connection advertising and licensing. For more on Globaltel Media, Inc., visit [www.globaltelmedia.com](http://www.globaltelmedia.com).

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