

CONTACT:

Bonnie Vieira
j. simms agency
(858) 689-9909
Bonnie@jsimmsagency.com

GLOBALTEL MEDIA TO INTRODUCE ALIRTI TO CES 2010 ATTENDEES

SAN DIEGO – Nov. 17, 2009 -- Globaltel Media Inc., the cutting edge SMS company that brought the PC-to-mobile text tool Cherple™ to last year's Consumer Electronics Show, will be presenting its newest PC-to-SMS application, Alirti™, at 2010 CES, it was announced by Robert Sanchez, CEO and president of Globaltel Media.

Alirti™ technology enables the delivery of any rich electronic content such as images, music clips, video, data and executable files from the Web to mobile devices with little more than a click of a mouse. As the rich content is sent via a patent-pending protocol within the body of a text message, Alirti™ is the ultimate solution for sending any media without the need for data plans, the Internet or high-cost carrier premiums for multimedia.

"Quite simply, Alirti™ enables any data file to be sent to any mobile device," said Sanchez. "All it takes is a few lines of code on the existing Web pages and your entire site is enabled for wireless delivery of the rich content that your users demand."

GTM is targeting enterprises, businesses, brands and agencies where there is an urgent need for the delivery of audio and visual files regardless of where the recipient is. Healthcare, public safety, education and real estate industries are current users of the technology. Alirti™-enabled systems are HIPAA compliant and are easily tailored for a wide variety of industries and applications requiring privacy and delivery.

Further benefits of Alirti™ allow businesses to rapidly mobilize content to reach WAP and data-enabled mobile users allowing content to be viral since the mobile user can forward the Alirti™ text link to colleagues, friends and family. There are no set-up or maintenance fees to use the Alirti™ system. Resellers pay for all messaging costs so mobile users are not charged for the service other than as a standard text message.

GTM will be demonstrating Alirti™ at the upcoming CES from booth 36440 at the Las Vegas Convention Center, upper level of South Hall 4. Stop by Globaltel Media's booth for a daily chance to win a tablet PC. For demos and more information on Alirti™, visit www.alirti.com.

Globaltel Media's solutions follow the Mobile Marketing Associations permission-based guidelines and is opt-in/opt-out compliant. For more on Globaltel Media, Inc., visit www.globaltelmedia.com.

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