



FOR IMMEDIATE RELEASE

PROMOBILITY LAUNCHES NEW WEBSITE *New Branding and Corporate Services Necessitate New Website*

Markham, ON – October 15, 2009 – ProMobility Inc., a global provider of progressive wireless solutions, launches its new website. The new website combines ProMobility’s new brand with an intuitive interface to help users navigate through the new content.

The catalyst for re-launching the website is twofold. Firstly, the content is all new and better describes the company’s current service offerings and approach to bringing progressive wireless solutions to the corporate marketplace. Secondly, the website received a complete rebrand including a new look and feel and ProMobility’s “Problem, No Problem!” marketing campaign.

“ProMobility has made a fundamental change to its business model over the last three years,” explains Jeff Litman, Co-CEO and Founder of ProMobility. “We have slowly phased out our retail repair service operations to focus on our core corporate business. The new website content is targeted at this audience.”

With the transition from retail to corporate services complete, the website no longer requires an e-commerce engine. Instead, as a phase two initiative, ProMobility will integrate SCORE, its proprietary Service Centre application designed to deliver real-time reporting and more for corporate clients.

“Our target audience consists of companies with high-volume repair and refurbishment requirements,” says Joseph Belcredi, Co-CEO and Founder of ProMobility. “The new website content and our progressive branding are designed to reach out to this audience and show them that ProMobility provides progressive wireless solutions that cater to their unique needs.”

The new website, promobility.com, includes a news section which will be updated on a regular basis with press releases, media mentions, industry trends and more.

About ProMobility

ProMobility is a world-class provider of warranty and out-of-warranty repair and refurbishment services for the wireless communications industry. Its progressive wireless solutions are enhanced through the integration of its warranty management program, fulfillment, logistics and leading edge technology. For more information, please call 1.888.816.9990 or visit promobility.com.



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