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**V-ENABLE Launches World's First Voice-Activated,
Ad-Supported Directory Assistance Solution at CTIA**
*Mobile411™ provides a low-cost, high-revenue-generating service
immediately available for carrier integration*

CTIA Wireless QUALCOMM booth #1645, Orlando, FL – March 26, 2007 – Voice-based mobile search technology provider V-ENABLE, Inc. has announced the commercial release of Mobile411™, the most advanced directory assistance (DA) solution available for deployment by wireless carriers.

Surpassing traditional operator and automated 411 services, Mobile411 combines the convenience of voice with the power of local search. The first advertising-supported, automated DA platform, it offers carriers an attractive, white-label service for providing end-users with the fastest, most-accurate, and user-friendly experience.

Over 70 percent of the 25 million searches conducted to date with V-ENABLE's technology are voice-based, proving voice is a critical mobile interface. Mobile411 required integration with industry leading partners, which include carrier-grade data sources from LSSi™, maps and directions from MapQuest®, and local Superpages.com advertisers' content from Idearc Media Corp. In total, this solution is poised to revolutionize the way consumers access DA information while offering new and enhanced capabilities. Users can instantly access business and residential listings, maps, directions, weather and more using their voice, and receive results in a visual format on their phones within seconds.

A highly profitable business model for carriers, Mobile411 is the first solution that offers a lower cost of service combined with contextual (relevant) advertisement revenues allowing carriers to offer consumers free or significantly reduced 411 services. Mobile411 is built on V-ENABLE's patented mobile voice search platform, which mimics a traditional voice-based 411 experience while leveraging existing online, visual advertising to instantly monetize 411 calls. This solution can also be paired with existing operator-supported DA calls, allowing 411 callers to get the basic listing information they need from the operator and receive enhanced services (maps, directions, and other features) after the call.

US consumers made nearly 3 billion wireless 411 calls in 2006 according to the Pierz Group. With Mobile411, carriers can now compete with other free solutions that are threatening their revenues, and capture part of the growing mobile advertising market projected to reach \$9.6 billion by 2010 (Shosteck Group).

"Mobile411 was designed to help carriers compete in this rapidly-changing DA industry," said Craig Hagopian, President and co-CEO. "Alternatives in the market are driving the cost of services down and carriers need a new way to monetize their 411 calls. Based on previous voice search deployments, we know that our industry leading speed and accuracy is driving three times more searches, providing greater opportunities for local advertising. With several US carriers set to launch the service in the coming months, we're confident that the DA industry will never be the same."

Mobile411 was awarded the Frost & Sullivan's 2006 Technology Leadership Award for the North American DA market. Recognized as a low-cost, revenue-generating alternative for carriers, it was chosen as the best solution in its space. Gartner also recently named V-ENABLE as one of 5 Cool Vendors in Consumer Communications for being innovative, impactful and intriguing. ¹

Mobile411 is available on a variety of platforms, including BREW®, JAVA™, Symbian™ and Windows Mobile™, and works on over 75 percent of mobile handsets today. Representatives will be showcasing the product during CTIA at QUALCOMM's booth #1645. For an online demonstration, please visit www.v-enable.com/411. For press

inquiries, please contact Katie Eakins from LEWIS PR at 619 519 2559 / v-enable@lewispr.com. For partner opportunities, please contact Jean Smith, 858 824 1999 / jean.smith@v-enable.com.

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About V-ENABLE

V-ENABLE is a leading provider of mobile search and enhanced directory assistance solutions, offering the fastest and easiest search available in the mobile environment. V-ENABLE was founded by wireless experts from Nokia, Motorola, PacketVideo and Cisco. Its patented mobile voice search technology allows mobile users to search using their voice and receive personalized content and information in a visual format on their mobile phone. The V-ENABLE mobile voice search interface software is a unique client-server solution, available for carriers, application developers and publishers using BREW®, JAVA™, SYMBIAN™, WAP, XHTML platforms.

Founded in 2001, V-ENABLE is headquartered in San Diego, CA. Mobile voice search applications powered by V-ENABLE technology are currently available from Verizon Wireless, ALLTEL, U.S. Cellular and Cricket. For more information, visit www.V-ENABLE.com.

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1. Gartner, Inc., "Cool Vendors in Consumer Communications, 2007" by Jason Chapman et al, March 14, 2007.