



## NEWSRELEASE

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### **V-ENABLE Announces Craig Hagopian as President of Global Sales and Marketing**

SAN DIEGO, Calif. November 4, 2005 – V-ENABLE’s Board of Directors announced today that Craig M. Hagopian will assume the responsibility for the Company’s top-line revenue growth and customer facing activities as their President of Global Sales and Marketing.

Mr. Hagopian brings a wealth of experience to the V-ENABLE management team with more than 18 years of sales and marketing experience across hardware and service based companies. “We were impressed by Craig’s experience, successful track record and approach to marketing V-ENABLE’s technology. His understanding of the importance and value of mobile search technology for wireless and mobile data applications will help us successfully penetrate customers and partners,” said V-ENABLE’s Chairman and CEO, Fred Lawrence.

“V-ENABLE is in the driver’s seat as its technology has not only been commercially launched but also delivers on the promise of making voice speech and text searches easier, faster, and more accurate. These are the key enablers that will drive customer adoption for mobile applications and services from ringtones, music, wallpapers, videos and auction transactions to general 411 searches and more.” said Hagopian. “It’s a great honor to join such a dedicated, talented and spirited company.”

Prior to V-ENABLE, Mr. Hagopian was the co-founder, President, and COO of BB Stream, Inc. where he was responsible for establishing a venture company chartered with launching the first broadband overseas entertainment and communication platform using an all IP based content delivery network. Before BB Stream, Mr. Hagopian was Chief Marketing Officer of Axesstel, Inc., a San Diego-based CDMA terminal manufacturing company, where he successfully restructured the company’s sales strategy establishing new business services that added 70%

increase in EBIT year over year and generated a \$40M market capitalization while taking the company public. From 1994-2001, Mr. Hagopian was GM, VP & Sr. Director of the Consumer Group for SkyTel Communications, a wireless messaging service leader, where he architected new partnerships with eBay.com, Sony, Motorola, Timex and a host of national retailers and distributors establishing a \$34 million business in less than two years. Mr. Hagopian had a successful stint with AIR2LAN, a leading regional high-speed wireless Internet service provider, as the Vice President of Sales and Marketing where he was responsible for revenue generation and market penetration. From 1987-1994, Mr. Hagopian enjoyed a variety of successful management and market development roles with EPSON America where he authored new product entry plans that successfully launched a \$100 million multimedia business.

Mr. Hagopian received his Bachelor of Science degree in Business Administration from the University of Southern California with a dual emphasis in Financial Management and Entrepreneurship.

#### About V-ENABLE

V-ENABLE is the leading provider of mobile speech search solutions optimized for accessing and presenting content and information over mobile networks. V-ENABLE's patent-pending mobile speech search allows mobile users to simply input/search using their voice and receive personalized content and information in a visual format on their mobile phone. Search results are based on the carrier's/provider's catalog and on a proprietary mobile search algorithm which integrates the most relevant content along with additional similar content and information available from the V-ENABLE recommendation engine. No more complicated WAP trees, menus or typing required. The V-ENABLE mobile speech search interface software is a unique client-server solution, available for carriers, application developers and publishers using BREW, JAVA, SYMBIAN, WAP, xHTML platforms. Mobile speech search applications, powered by V-ENABLE technology, are currently available on Verizon Wireless, ALLTEL, U.S. Cellular, and Leap Communications. The company, founded in 2001, is headquartered in San Diego, CA. V-ENABLE was founded by wireless experts from Nokia, Motorola, PacketVideo and Cisco. For more information, visit [www.V-ENABLE.com](http://www.V-ENABLE.com).

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