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Contact:

Beth Monaghan
InkHouse
781-916-9090 x801
vlingo@inkhousepr.com

Leading Analyst Firm Names vlingo One of the Top Emerging Mobile Players to Watch in 2008

CAMBRIDGE, Mass. (February 21, 2008) – Vlingo Corporation has been named by global market intelligence and advisory firm IDC as one of “Ten Emerging Mobile Players to Watch in 2008.”¹ Each year, IDC highlights 10 small mobile companies that have the potential for a market impact disproportionate to their current size. The report notes that these companies “are hotbeds of creativity, new thinking, and innovations.”

“We’re honored to have earned this distinction from IDC. It is a tremendous validation of the revolutionary speech recognition technology we have brought to market,” said Dave Grannan, president & CEO, vlingo. “Our mission at vlingo is to unlock the final barriers to mobile data application adoption by solving the problems of usability and discoverability. In just under one year, we’ve established ourselves as the only company that can voice enable any mobile application on the handset by allowing users to speak into any text box and have the speech converted to text.”

“The outlook for vlingo and the other nine mobile players is bright when set against the backdrop of the rapidly evolving mobile ecosystem and marketplace, the evolving market strategies of larger mobile players, and the overall trend of mobile becoming ever more central to ever more subscribers as the ‘third screen’ in their lives,” said Stephen Drake, program director, Mobile Enterprise at IDC.

Vlingo was selected based on four key strategies and attributes:

1. Vlingo is looking to create a new market through new capabilities or combinations of capabilities that already exist.
2. Vlingo is developing a new way to address an existing or near-future customer need.
3. Vlingo sees the market challenge as a business opportunity and has a clear strategy for addressing the challenge.
4. While small, vlingo has the potential to grow and play a larger role in the broader mobile industry over time.

About vlingo

Vlingo is a voice-powered user interface that unlocks access to mobile phone wireless data services. Vlingo allows users to speak or type into any vlingo-enabled text box and get accurate, easy and consistent access to all the information, entertainment and communication made possible through today’s mobile applications. By giving consumers control of the mobile Internet with the power of their voices, vlingo provides a quantum leap in usability for mobile data services that are currently restricted by limited user interfaces. Vlingo secured its venture capital

¹ IDC, “Ten Emerging Mobile Players to Watch in 2008,” Doc # 210553, February 2008.

financing from Charles River Ventures and Sigma Partners. Founded in 2006, the company is headquartered in Cambridge, Massachusetts. Why tap when you can talk? www.vlingo.com.

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