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Press Release

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Mobilize Deploys Mobile Enterprise Application To Lexis-Nexis® Sales Force

COLORADO SPRINGS, Colo., Dec. 26 /PRNewswire/ -- Mobilize Inc., the leading provider of off-the-shelf mobile enterprise applications, today announced it is deploying its Mobilize Web™ application for the Corporate and Federal Markets organization of the Lexis-Nexis Group.

Lexis-Nexis Corporate and Federal Markets will use Mobilize Web to consolidate and organize the company's vast collection of sales support materials and provide its mobile sales representatives with anytime, anywhere access. Content updates and deletions will automatically download to a sales rep's mobile device and be catalogued without requiring their intervention. Reps will be able to present customers with always-accurate information, reducing the need for repeat sales calls and shortening the sales cycle.

"Mobilize Web is a complete solution for publishing, managing and distributing sales materials to a company's mobile sales force and third-party channels," said Bob Pinna, CEO of Mobilize. "With Mobilize Web, a company's marketing department can centrally manage the content on each mobile worker's device, giving them better message control and speeding delivery of new materials to the field. And Mobilize Web can be deployed in less than 60 days, so companies see immediate benefits and minimize deployment risk."

Mobilize Web is a portable intranet that can be accessed from any mobile device, with or without an Internet connection. Designed for enterprises with more than 100 mobile workers and their partners, Mobilize Web integrates with existing corporate intranets and extranets to consolidate and organize corporate sales support materials and make them available to sales and service representatives in the field.

"Similar to the way Lexis-Nexis helps professionals gather and use information, Mobilize Web provides our sales representatives with quick and easy access to information they need to meet customers' needs," said Beverly Parker, senior vice president of Sales for Lexis-Nexis Corporate and Federal Markets. "Mobilize Web allows our sales force to access corporate data anytime, anywhere."

Mobilize Web is one of Mobilize's mobile enterprise applications that enable a company's mobile workers and partners to access corporate information systems from outside the office. Mobilize's applications are designed to work on all networks and mobile devices, online or offline and can be implemented in less than 60 days. Mobilize is the only company focusing on mobile enterprise applications instead of enabling technology.

About Lexis-Nexis

The Lexis-Nexis Group unites strong brands, pioneering technologies and premium information for customers in the legal, corporate, government and education markets. Its products are available via the Web, dial-up online, CD-ROM and books. A trusted source, the company offers targeted information solutions that can be integrated into its customers' business processes and systems. Combining searchable access to over three billion documents from thousands of sources with leading edge systems and tools for managing this content, Lexis-Nexis delivers a high quality resource with which to build legal research and knowledge-management solutions for the entire enterprise. For more information, please visit www.lexis-nexis.com.

Lexis-Nexis Group operating units also include Martindale-Hubbell, Butterworths Tolley in the UK, Editions du Juris-Classeur in France and other legal publishing businesses in Europe, North and South America, South Africa, Asia and the Pacific. The Lexis-Nexis Group is a member the Reed Elsevier plc group, a global publisher and information provider. For more information, please visit www.reedelsevier.com.

About Mobilize

Mobilize Inc., headquartered in Colorado Springs, Colo., provides off-the-shelf mobile enterprise applications for connecting mobile workers and partners to company information systems. Mobilize applications slash field support costs and allows mobile sales and service professionals to provide faster customer response using any mobile device - PDA, Web-enabled phone, laptop or two-way pager. With Mobilize applications, mobile workers can book sales orders and browse product catalogs, access a portable version of their intranet, and manage presentations, with or without an Internet connection. For more information, visit www.mobilize.com. For more information, call (888) 469-3223.