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Mobot Technology is Music to College Students Ears

Mobot partners with WEA Corp. for a back-to-school mobile phone promotion to connect with college music fans

FOR IMMEDIATE RELEASE

Lexington, MA—September 6, 2005 –Mobot, Inc., the leader in visual search and recognition technology, today announced a promotional campaign with WEA Corp., Warner Music Group's U.S. sales and retail marketing company, that gives music fans a chance to win a Motorola Razr mobile phone, by snapping pictures of six CD's appearing on stickers and within ads in *HearSay* newspaper using their mobile camera phone.

HearSay's parent company, Arrow Distributing Company, will distribute the stickers and newspapers in college bookstores nationwide for the campaign, running from September 5 through October 3, 2005. Consumers can enter to win by snapping a photo of their hand holding the latest releases from the Flaming Lips, Jason Mraz, John Butler Trio, Rilo Kiley, Transplants and World Leader Pretend, and sending the photos to Mobot.

Mobot's visual search and recognition technology recognizes the image and, within seconds, sends back a message to the phone confirming entry into the sweepstakes.

"Mobot is an innovative way for music marketers to engage their customers, in a language they speak," said Russ Gocht, CEO of Mobot, Inc. "This campaign is a fun way to draw interest and create buzz for new music releases, while rewarding college students with their favorite gadget, their mobile phone."

For a retailer or advertiser Mobot is easy to deploy because it doesn't require any changes to the visual - no URLs, short codes, or product codes are necessary for Mobot to recognize an image. To ensure the widest user adoption, Mobot is available on all national U.S. wireless carriers and works with all camera phones.

About WEA Corp.

WEA Corp. was the first major music distribution company in the U.S. and has continued to set the standard for sales and marketing in the music industry for more than thirty years. In addition to the Warner Bros., Elektra and Atlantic labels, WEA distributes audio and video releases from Rhino Entertainment, Asylum Records, East West Records, Word Entertainment, Time-Life Music, Warner Music Latina, and Curb Records, as well as several other labels. Headquartered in New York, WEA Corp. has regional offices in Atlanta, Los Angeles, New York and Minneapolis. WEA Corp. is a Warner Music Group company.

About Mobot

Mobot is the leader in visual search and recognition technology that makes marketing effective and innovative using mobile devices. Launched in 2004 to help companies cultivate rewarding relationships with the world's 1.5 billion mobile phone users, Mobot gives marketers, content providers and carriers the tools to make it easy for any consumer with a mobile device to interact with their environment. For more information about Mobot, please visit www.mobot.com.

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