



oMbiel Joins the BlackBerry Alliance Program

West Midlands, UK – 1st February, 2011 - oMbiel, a leading provider of mobile technology and applications for the Higher Education sector, today announced that it has joined the BlackBerry® Alliance Program as a Select member. oMbiel's participation in the BlackBerry Alliance Program strengthens its product development, sales and marketing relationship with Research In Motion (RIM), to augment the widespread availability of its campusM™ portfolio on the very latest BlackBerry® smartphones.

“Membership in the BlackBerry Alliance Program demonstrates oMbiel's continued commitment to progressing and developing its technology specifically for BlackBerry smartphone users,” said Hugh Griffiths founder and CEO of oMbiel. “We're pleased to be working closely with Research In Motion, a global brand in the Higher Education market. Coupled with the increasing popularity of campusM™ which brings every part of campus life to the smartphones of students, staff, visitors and conference delegates, it gives us even better access to industry leading development resources and support, to help us provide world-class applications and even greater benefits for BlackBerry smartphone users in the HE sector.”

As a BlackBerry Alliance Select member, oMbiel can gain access to additional marketing, sales, support and technical resources direct from RIM. Hugh Griffiths says, “It also enables us to access new BlackBerry smartphones and operating systems before release. This is important to ensure that our campusM™ applications are ready for release at the same time as new BlackBerry smartphones come to market - which is a huge advantage in providing a seamless customer experience and delighting people who access campusM™ from their BlackBerry smartphone.”

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About campusM™

The campusM™ mobile platform brings together a suite of campus-based information services directly to the mobile devices of students, visitors, staff, alumni, prospective students and conference delegates. The application platform can uniquely be branded for any university, enabling a user to be better connected, and to enhance their university experience in a way that was never possible before. Developed by UK based oMbiel, campusM™ is designed for some of the world's leading mobile platforms and devices including the iPhone®, and iPod touch® as well as on hundreds of other mobile devices from manufacturers such as: RIM, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. For more information, visit www.campusM.com.

About oMbiel

oMbiel develops innovative applications including the campusM™ mobile platform for the higher education sector as well as offering mobile integration services to enable university data to be incorporated into its applications. Founded in 2008, oMbiel is headquartered in the UK. For more information, visit www.ombiel.com.

Notes for editors:

The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited.

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