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Formotus Launches Channel Partner Program for FormoPublish SaaS

Program Helps Channel Organizations Quickly Deploy Mobile Business Applications

DENVER, CO — Microsoft Worldwide Partner Conference 2007 (booth #128) — July 10, 2007 — Formotus, Inc., developer of mobile business data solutions, today announced the company's global Channel Partner Program. The new program significantly expands the market availability of FormoPublish™ software-as-a-service (SaaS), a solution that leverages the ubiquitous Microsoft Office platform to enable businesses of all sizes to generate and deploy secure mobile applications over-the-air (OTA) to smart phones and other wireless devices. Authorized Formotus channel partners will be able to provide customers with the only cost-effective mobile business application solution designed for the non-technical user population, a large market segment previously untapped by legacy code-based solutions.

"By eliminating software coding altogether, Formotus has transformed the way we approach our customers' mobile workforce initiatives," said George Deligiannoudis, Managing Director with Mobilise IT, an authorized Formotus Channel Partner. "By placing software development in the hands of an everyday user, Formotus has not only improved the speed and efficiency of deploying custom mobile applications, it has changed the outlook for businesses that believed mobile software was a cost-prohibitive initiative. With Formotus, our customers can deploy custom mobile business applications as easily as they do Microsoft Excel® spreadsheets."

FormoPublish Professional and Enterprise Editions are sold exclusively through Formotus' global network of channel partners. The Formotus Channel Partner Program offers partners a full range of sales support, including attractive discounts on volume sales and other financial incentives. To further accelerate sales cycles, Formotus provides a partner portal, which contains technical resources, training materials, sales collateral, including self-running product demos and a variety of different mobile eform templates.

"FormoPublish SaaS is the first easy-to-use mobile software creation solution targeted at information workers," said Frank Wagman, Director of Business Development, Formotus. "Since, FormoPublish SaaS is delivered conveniently in a SaaS architecture, leverages the popular Microsoft Office platform and requires no additional IT infrastructure-related costs, channel partners have enormous market opportunities. We've eliminated the barriers to adoption of mobile applications, and our aggressive channel program is designed to help partners quickly maximize their sales efforts in this market space, improve customer traction and increase their revenues."

FormoPublish SaaS enables companies of all sizes to leverage the ruggedness, convenience, long battery life and low cost of smart wireless devices by providing the FormoApps™ eforms mobile applications workers need to seamlessly access business systems from the road. Deployed in hours as opposed to months, FormoApps eforms are created in the familiar Microsoft Office environment (specifically using Microsoft's Office InfoPath® application), and converted and deployed securely OTA as mobile XML data applications with a few simple clicks. Since

FormoPublish SaaS requires no coding, companies can transfer mobile application creation from busy IT departments to office workers, thereby maximizing company resources, increasing efficiency and speeding deployment.

Formotus will be demonstrating FormoPublish SaaS at the Microsoft Worldwide Partner Conference July 10 – 12, 2007 in booth #128 at the Colorado Convention Center in Denver, CO.

For more information on Formotus' Channel Partner Program, visit www.formotus.com.

About Formotus
Formotus, Inc. is the first company to provide simple mobile access to business data, allowing organizations of all sizes to quickly generate and deploy business applications on the latest mobile devices. The company's software-as-a-service solution leverages the familiar Microsoft Office platform to make it easy to click-and-deploy mobile data without writing a single line of code, empowering the mobile workforce for small businesses and Fortune 1000 enterprises alike. To learn more about how Formotus is mobilizing business data visit www.formotus.com.

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