



Press Release

May 11, 2009

CPN Business Networks signs Licensing Agreement with Adva Mobile

Coral Gables, FL and Wayland, MA - CPN Business Networks, a Business Social Networking firm for the small business, entrepreneur and transitioning executive, and Adva Mobile Corporation, a pioneer of mobile fan clubs for Entertainment Artists, announced a licensing agreement today under which CPN will deliver mobile marketing services to the Entertainment and Sports industries. The licensing will be administered by subsidiary CPN Global Consulting, a consulting firm supplying services to the Technology, Media and Entertainment industries.

The CPN company plan is to supply branded integrated marketing services to the Entertainment and Sports industry, clearly focused on the emerging mobile opportunity. Fans today increasingly discover and share their experiences on their mobile phones. Entertainment Artists and Sports Celebrities will use Adva Mobile services from CPN Global to build fan clubs that provide fans an unique and fun experience on their mobile phones, including mobile messaging and mobile-optimized web sites that offer a variety of content and activities such as news, music and video downloads, interviews, ticket and merchandise sales, recommendations about other artists and influences, contests, voting, raffles, backstage passes, text to screen, etc. Entertainment Artists and Sports Celebrities recognize that fan relationship is everything, and the new mobile environment provides unique capabilities for creating fan loyalty and monetizing their creativity and skills.

CPN Business Networks chose Adva Mobile because of their simple, comprehensive services platform and flexible system that allows a variety of CPN branded mobile web properties. CPN is aggressively working with music artists as they signed their first artist Joyce Sims and expect other announcements in the coming weeks.

The Joyce Sims Mobile Fan Club is active and fans can join by texting "joycesims" to GETME - 43863 on their phones. A return message will bring them to a Joyce Sims mobile web experience where fans can discover news, information, and content from Joyce, and receive regular updates from Joyce to their mobile phone.

Relevant Quotes:

Robyn Bailey, President of CPN Global Consulting. "I am excited about our relationship with Adva Mobile as we are on the cutting edge of the mobile business. I am putting together an aggressive marketing program for entertainment artists and sports figures. Over the next weeks we are going to rollout our new marketing plan. We also are exploring branding and merchandising opportunities that leverage mobile marketing technologies"

Jack Kelly, CEO and Founder, Adva Mobile: "Adva Mobile is excited to announce this partnership with CPN Business Networks, as it helps extend our capabilities into Sports and Entertainment markets served by them. Their expertise providing integrated marketing campaigns will help accelerate mobile marketing and provide valuable lessons for Adva Mobile."

For More information contact:

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For Adva Mobile – Jack Kelly, jkelly@advamobile.com, 508-740-3359

About CPN Business Networks:

CPN Business Networks, a Business Social Networking firm for the Small Business, Entrepreneur and Transitioning Executive.

CPN Business Networks will deliver mobile marketing services to the Entertainment and Sports industries.

The company has one wholly owned subsidiary CPN Global Consulting, a consulting firm supplying services to the Technology, Media and Entertainment industries.



The Joyce Sims Mobile Fan Club offers news, content, commerce and fun interaction on fans' mobile phones.

About Adva Mobile: Adva mobile provides a software service that enables Music Artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile commerce, mobile social sharing features, and mobile content fulfillment. The service is free to the fan, and a revenue generator to the band.

Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, jackk@advamobile.com or 508-740-3359.

Adva Mobile Resource Center:

Web: <http://www.advamobile.com>

MySpace: <http://www.myspace.com/advam>

Facebook: <http://www.facebook.com/pages/Adva-Mobile/43997869275>

Twitter: <http://twitter.com/advamobile>

Blog: <http://advamobile.blogspot.com>