

Formotus Selected to Join Microsoft Startup Accelerator Program

Global Program Helps Accelerate the Success of Innovative Startups Committed to Microsoft's Platform Technologies

BELLEVUE, WA — January 22, 2008 — Formotus, Inc., provider of mobile business data software + services, today announced that it has been selected to join the Microsoft Startup Accelerator Program. Stewarded by the Emerging Business Team (EBT) at Microsoft Corp., the program is designed to connect high-potential startups committed to the Microsoft platform to an extensive support network that provides access to Microsoft people and programs, guidance on future directions, and support to accelerate their success.

“Formotus is focused on driving the adoption of business applications on mobile devices by dramatically simplifying application creation and deployment,” said Joseph Verschueren, Formotus Co-founder/CEO. “The Microsoft Windows Mobile platform and powerful new Mobile Device Manager help us make this vision a reality, so we’re tremendously pleased to be invited to join the company’s Startup Accelerator Program.”

Microsoft is committed to serving as a valuable technology and business partner for emerging startups and their investors. Companies are selected to join the program based on their innovation, marketability, growth potential, funding, platform decision and strategic importance to Microsoft. These companies receive customized engagement plans designed to support their software development and increase market visibility.

“The strong growth of Windows Mobile is due in large part to the vibrant ecosystem of software plus services delivered by industry partners like Formotus,” said Sanjiv Parikh, Director – Mobility, Emerging Business Team at Microsoft. “We are particularly excited by the ease with which customers can use Formotus’ FormoPublish to rapidly deploy business applications to their Windows Mobile devices. The Microsoft Startup Accelerator Program is designed to help foster just that sort of innovation, and we look forward to helping Formotus build on its initial success.”

The Microsoft EBT evaluates hundreds of technology startups each year to identify those with the strongest potential to succeed in the market, shape the industry’s future, and enhance the overall value of Microsoft products and services for customers. The Microsoft Startup Accelerator Program shines the spotlight on some of the most promising startups and provides good examples of how startups can work successfully with Microsoft.

About Formotus

Formotus, Inc. is the first company to provide fast, easy mobile access to business data. The Company’s software + services model allows organizations to quickly generate and deploy business applications over-the-air (OTA) to Microsoft Windows Mobile® devices. Formotus’ FormoPublish™ services leverage Microsoft Office to allow non-technical users to click-and-deploy powerful and secure mobile applications, 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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