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**CDM MEDIA LEVERAGES VIVIDO'S "INFOWEGO" APPLICATION FOR DISTRIBUTING MARKETING AND SALES MEDIA ON MOBILE DEVICES**

***Infowego Powers Marketing and Sales Media Distribution to Both Mobile Workforces and Consumers***

**Santa Clara, Calif. — May 11, 2011** — Vivido, a leading enterprise mobility solutions provider, today announced that it has launched "Infowego", an innovative cloud-hosted mobile application for enterprises to distribute sales, marketing and corporate information to consumers, enterprise employees and partners. The Infowego suite, representing the new generation of mobile business solutions, is designed to enable enterprises to disseminate critical product, sales, and service information, managed in the cloud, to mobile sales/service professionals or consumers via their smart devices.

Research continues to demonstrate the phenomenal growth of smartphone usage with over 40% of U.S. cell phones being smartphones. This number is growing rapidly and individuals are eager for the tremendous functionality provided by these devices. Estimates show that the tipping point for smartphones vs. non-smartphones will likely occur this year, when the percentage of smartphones exceeds 50% of all cell phones in the marketplace.

"With mobility being such a hot topic in today's enterprises, we set out to develop a full range of solutions that bring immediate value to mobile workforces," said Greg Tomb, Chief Executive Officer of Vivido. "Every company is trying to determine the best way to leverage mobility to make their employees more productive as well as to put information into the hands of every smartphone owner out there. By using Infowego, companies can now make all sorts of useful information available either to employees, consumers or partners, anywhere and anytime."

According to Ross Abbott, Vice President of Sales for North America, CDM Media, "Vivido's Infowego will allow us to easily distribute our marketing media on mobile devices at our CIO Summits. This will save printing costs for us and allow our attendees to use their mobile devices to access event information directly from their smartphones and Pads. Mobility is one of the most talked about topics in the technology industry today and with Vivido's Infowego mobile application our conference attendees and sponsors can experience the power of mobile Apps through our strategic partnership."

**ABOUT VIVIDO:**

Founded in 2009 by former SAP NA CEO, Greg Tomb, Vivido Labs, a leading enterprise mobility solutions provider, offers enterprise mobile applications for sales, marketing, business intelligence, and mobile employee productivity.

More information can be found at: [www.VividoLabs.com](http://www.VividoLabs.com).

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