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**MOBIDIA RECEIVES RED HERRING TOP 50 AWARD**

*Mobidia, an innovative Canadian telecommunications start-up, wins Red Herring Top 50 Award.*

**/24-7PressRelease/** - VANCOUVER, BC, CANADA, September 20, 2008 - Mobidia, Inc., an innovative vendor of telecommunications data solutions, announced today that the global media company, Red Herring, has designated Mobidia as one of the most innovative and promising communication companies in Canada and provided Mobidia with a Top 50 Award. The award was presented on September 16th at the Red Herring Canada Conference in Mt. Tremblant, Quebec.

"We appreciate and are honored with the opportunity to be recognized by Red Herring", said Derek Spratt, President and CEO. "With the inclusion of Mobidia on the Top 50 list within the communications category, Red Herring helps provide credibility and awareness of our innovative approach to monitoring, managing, and monetizing wireless broadband data streams. Our solutions make data networks more efficient and more profitable"

"This year showcased some of the most promising Canadian corporations," said Red Herring editor-in-chief Joel Dreyfuss. "Choosing the top 50 companies was incredibly difficult. The top 50 companies who were chosen this year should be proud, as competition was strong."

Red Herring's editorial staff rigorously evaluated the nominees on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy and other metrics. This unique assessment of potential is complemented by a review of the actual track record and standing of a company, allowing Red Herring to make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

**About Mobidia**

Mobidia provides wireless operators with the ability to better monitor, manage, and monetize IP data networks and enhance mobile subscribers' data services experiences. The company's .wave (dot wave) Platform extends the intelligence of mobile networks out to the subscribers' phones and laptops, enabling wireless operators to enhance their mobile data networks by understanding and managing their user data streams on a per application, per service, per network, and per subscriber basis. Mobidia is headquartered in Vancouver, British Columbia. For more information, visit [www.mobidia.com](http://www.mobidia.com) or call (604) 304-8640