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DialPlus announced as Runner Up Winner at AT&T Mobile Developer Contest at CTIA 2009

San Diego, CA - April 22, 2009 - DialPlus, Inc., was awarded Runner Up award at the 4th annual AT&T Fast-Pitch Platinum Awards contest held at CTIA Wireless 2009 in Las Vegas, Nevada. The California-based DialPlus, was awarded a \$5,000 prize in the consumer applications contest.

This year's Fast-Pitch program attracted more than 350 developer applications — the largest number in the program's four-year history. Application developers were invited to present their applications in a five-minute, face-to-face pitch to a panel of judges who determined which application would make the cut for potential placement on AT&T's wireless network. Judging was based on several factors, including: innovation and originality of the application; market appeal; interface design; and number of platforms and handsets supported.

DialPlus enhances the standard phone call experience by automatically and simultaneously providing dynamic, contextually relevant visual information about the called or calling party before the call is answered, during the call and after the call is over. DialPlus makes it easy for users to engage in mobile social networking or to get information about a business they're speaking with, such as directions, menus and reviews.

"It is a great honor to be selected by the judges as the runner-up of the Fast-Pitch award. Being recognized for the innovation and consumer appeal of DialPlus by such an important player in the mobile industry is a significant achievement," said Lisa LeVasseur, CEO of DialPlus.

AT&T was the first major wireless carrier to create a developer relations program and now has more than 20,000 developers registered in its program. AT&T offers its customers all of the world's major mobile operating systems, working with developers to create applications and content for BlackBerry®, iPhone, Microsoft Windows Mobile, Java, Palm OS and Symbian.

All of AT&T's mobile applications operate on its GSM network, the de facto world standard in mobile communications used by more than 88 percent of wireless users worldwide. GSM is inherently open, making it easy for developers and carriers to bring innovative applications to consumers.

For more information about the winners of the AT&T Fast-Pitch Platinum Awards contest or on AT&T's developer program, please visit <http://developer.att.com>.

About DialPlus, Inc.:

Founded in 2007 by wireless industry veterans, San Diego, Calif. - based DialPlus, Inc. enriches and creates more effective communication by adding visual information to voice phone calls. Available for multiple platforms, DialPlus and can be downloaded from www.dialplus.net.