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FOR IMMEDIATE RELEASE

**REDESIGNED BMOBILE WEB SITE PIONEERS USER-FRIENDLY
MOBILE TELECOMMUNICATIONS SERVICES**

*The Factory Interactive unveils unique compendium of online tools with
focus on service, convenience and value for the end user*

Miami, FL – January 6, 2009 – The Factory Interactive, Inc. (www.thefactoryi.com), a Miami-based digital design and marketing agency, has announced the successful launch of the newly redesigned bMobile (<http://bmobile.co.tt>) web site, an interactive business solution for the mobile division of Telecommunications Services of Trinidad and Tobago (TSTT).

Continuing their efforts to provide outstanding mobile service to the West Indies and Southern Caribbean, bMobile commissioned The Factory Interactive to redesign the bmobile web site based on the changing needs of their customers. Integrating a uniquely identifiable Caribbean personality with a sophisticated new look and feel, the new bMobile site enables customers to tailor their online experience based on their individual needs, from choosing a phone to selecting service plans. The bMobile site publishes real-time pricing and product availability in addition to exclusive offers, promotions, and a secure online eStore for purchase of phones, accessories and downloadable content. Special services such as LINK, Top-Up and International Top-Up, SMS and MMS messaging, exclusive bchat, mobile internet and more are all accessible from the bMobile web site.

The newly launched web property is driven by The Factory Interactive's second-generation content management system, AION. Through AION, bMobile personnel gain control over their online presence's layout, content, site mechanics, eStore inventory and pricing. "The latest version of AION represents a dramatic leap forward," said Joshua Hancik, CTO of The Factory Interactive, Inc. "AION users are no longer shackled to a singular content layout, a limitation on previous versions of the software. Our clients now have the ability to revise, remake or refresh virtually every aspect of their web site without needing to learn complex technologies."

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"We are confident that the improved functionality of the redesigned web site will help bMobile expand their presence in the rapidly changing Caribbean market," said Jason Inasi, CEO of The Factory Interactive, Inc. "The redesign of the web site represents bMobile's commitment to providing their customers with superior mobile service in the Caribbean and internationally. TFI is looking forward to continuing our long standing relationship with bMobile and TSTT and we are committed to expanding their mobile application development and content offerings."

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About The Factory Interactive, Inc.:

The Factory Interactive, Inc. is an award winning Digital Design & Marketing Agency specializing in the conceptualization and development of cross media marketing and technology solutions including web, broadband, mobile, DVD/CD ROM, broadcast and print. Founded in 1998, The Factory Interactive, Inc. has provided these sophisticated Digital Business Solutions to a wide variety of corporate clients such as AOL Latin America, Bellsouth, Bombardier Corporation, Cable & Wireless, Carnival Cruise Lines, Coverall USA, MasterCard, The Heat Group, and TSTT. For more information visit: <http://www.thefactoryi.com>.