

For Immediate Release

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BeWell Mobile Wins Application Development Grant in QUALCOMM's Wireless Reach BREW Application Funding Program

San Francisco -- April 24, 2007 -- BeWell Mobile today announced it has won a \$100,000 grant from QUALCOMM Incorporated as part of the company's Wireless Reach™ BREW® Application Funding Program. The program, part of QUALCOMM's Wireless Reach initiative, is designed to increase the availability of public service applications around the world.

In awarding the grant, QUALCOMM specifically noted the education and healthcare benefits of two BeWell applications:

- Asthma Assistant and
- Diabetes Assistant

"Both applications are part of our flexible platform solution for patient engagement software," said Dr. Peter Boland, BeWell director of corporate development. "They can be adapted to a broad range of uses in health and wellness, medical research, preventive care and chronic disease management.

"For many at-risk providers, such as county hospitals and health plans, there is a critical need to provide good care before the patient reaches an acute stage that requires hospitalization," said Boland. "Our software has been designed to provide information and communications capability that is timely, easy to use and clinically relevant."

“Healthcare and education are two areas in which access to information can significantly impact a provider’s ability to treat or prevent illness,” said Dr. Paul E. Jacobs, CEO of QUALCOMM. “BeWell Mobile Technology has proposed some particularly innovative BREW applications – ones that could have far-reaching benefits for patients with chronic conditions and the healthcare industry. We’re pleased to offer QUALCOMM’s support in developing these applications.”

QUALCOMM’s Wireless Reach BREW Application Funding Program is a \$1 million fund established to support the development and use of wireless applications. The Funding Program challenged companies to create the most innovative BREW public service application in one of five areas: healthcare, education, public safety, governance and the environment. An independent panel of judges evaluated the finalists and selected five organizations from four countries to receive grants of \$100,000.

The QUALCOMM grant was the most recent recognition for BeWell, a San Francisco-based company founded in 2004. In June 2006, BeWell was named winner of the prestigious ABBY, awarded annually to organizations that demonstrate dramatic improvements in the way healthcare is delivered.

About BeWell Mobile

BeWell Mobile (www.bewellmobile.com) provides a flexible technology platform that combines immediacy, choice and cost-effectiveness to patients and those who treat them. By employing mobile phones, BeWell collects relevant and accurate data from patients where they are – at home, work, school or on the go. As a result, healthcare providers can track an individual patient’s progress and determine if personal intervention is required. At the same time, patients have access to information that helps them stay in touch with their goals and stay knowledgeable about their regimen.

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