PRESS RELEASE
Hall Marketing, Inc.

Hall marketing announces launch of WAP Web Development Product

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Scarborough, ME, USA –Hall Marketing announces WAP Development as a new service offering. WAP, the technology which drives the Mobile Internet, enables cell-phone and PDA users to access contact information, driving directions and general company information through their wireless device.

WAP stand for Wireless Application Protocol and is used to create websites that are viewable using a PDA, Blackberry or Cell Phone browser.   Wireless browsers are the fastest growing browsers on the web, and it is estimated that 21 BILLION users will be using WAP sites by 2008, up 41% from 2006*. More people can currently access the web via a mobile device than a PC.

"Our customers are happy to take advantage of this new technology", said Simon Straub, Hall's Lead WAP Developer "Any company that targets customers who travel, that uses their website to generate sales leads, or has customers who come to their store or office can take advantage or a WAP site."

WAP sites are easy to use and exist at the same web address as a company's WEB site.   A user can load information into their address book, and can place a phone call or email directly from a WAP site.

About Hall Marketing
Hall Marketing provides business to business web services that include web development, design, hosting, maintenance and site promotion. Hall is an established firm with over 200 customers worldwide.

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* Sources: MDA, Vodafone UK, Gartner, Bango nexus '06