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Tourism Abbotsford Goes High Tech

Abbotsford, BC (August 1, 2008) - Tourism Abbotsford, in partnership with My Mobi Media Inc. is proud to announce the launch of *myabbotsford.mobi*.

New wireless technology has provided the opportunity to receive instant information anywhere in the world. To keep up with the demand for instant information, My Mobi Media Inc. has created a special application making it easy for mobile phones and other wireless devices such as blackberry's to easily download and view information. *Myabbotsford.mobi* is designed to display useful information which is effectively formatted to display on a smaller handheld screens, and which minimizes the need for typing. The site can be conveniently navigated with the use of only one or two touches. "Finding new ways to connect to visitors and residents alike is very important to the growth of our community, tourism and visitors" says Allison Longshore, Sales and Marketing Manager for Tourism Abbotsford. "It's an exciting start to a phenomenal opportunity for local businesses".

Mobi technology was created by Kelowna entrepreneurs Perry Mack and Jason Tansem, who have successfully put valuable information at the tip of anyone's fingers. The over 1.3 billion cell phone users that have access to the internet on their cell phones now have the ability to easily find information such as restaurants, stores, accommodation, businesses, weather, Abbotsford Airport flight schedules, local events, and shopping. Enhanced features also allow companies to place display advertisements, sample menus, driving directions and direct dial functionality.

Tourism Abbotsford is one of only three organizations in British Columbia that has reached out worldwide using this technology. Already 200 tourism partners and related businesses are listed on *myabbotsford.mobi*.

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