



Mobile Reach Technologies Signs Joint Development Agreement For RIM BlackBerry Product

Agreement accelerates software release targeted to meet large customer demand for Mobile Reach software on RIM BlackBerry

For Immediate Release

CARY, N.C./EWORLDWIRE/Sep. 13, 2004 --- Mobile Reach International, Inc. (OTCBB: MBRI) announced today that their subsidiary, Mobile Reach Technologies, has signed a Joint Development Agreement with Shamrock IP Holdings, based in Raleigh, NC. Together the companies will focus on bringing to market the next generation of mobile solutions designed to support the growing number of business users who depend on devices such as RIM BlackBerry for instant access to enterprise information.

Mobile Reach is focused on addressing mobility's high ROI business needs and offers vertical market software and services that enable customers to rapidly deploy and customize mobile solutions to meet their field force requirements. "We have seen significant validation of our technology platform and vertical solutions over the last year," said John Hlavacek, Director of Sales. "During that time we have seen the sector maturing from both a carrier and device perspective with a much greater emphasis being placed on the enterprise. This change has led to a broader adoption of devices such as BlackBerry in the commercial sector," Mr. Hlavacek said. In the second quarter of 2004 RIM's shipments of BlackBerry devices increased almost 300% with overall PDA shipments expected to approach 12 million units this year.

Assisting in the development effort, Shamrock IP Holdings specializes in enterprise class software products for IT process management, emergency response management, web services, and business integration. "The mobility sector is expected to grow to over \$1.5 Billion dollars by the year 2006. This partnership represents an opportunity for us to leverage our expertise in software development into one of the few emerging markets and to capitalize on the traction that Mobile Reach Technologies has achieved to date," said Bill Ruchte, President of Shamrock IP.

About Mobile Reach Technologies

Mobile Reach Technologies (MRT) is a leading mobile software company focused on providing mobility solutions that extend our customers' core business applications and processes to their mobile workforce.

About Mobile Reach International

Mobile Reach International (OTCBB: MBRI) (www.mobilereach.com) is a product and services company focused on providing mobile business solutions throughout the United States and Europe. The wide range of service offerings includes a myriad of support functions including the definition, selection, implementation, and utilization of mobile business solutions.

This press release contains forward-looking statements, which are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Words such as "intends," "believes" and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance of products and technologies, the ability to secure additional sources of finance, the ability to reduce operating expenses, and other factors described in the companies' respective filings with the Securities and Exchange Commission. The actual results that the companies achieve may differ materially from any forward-looking statement due to such risks and uncertainties. The companies undertake no obligation to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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