

FOR IMMEDIATE RELEASE

Contact:

Scot French

Swype

Scot.french@swypeinc.com

206.579.9038

From the Creator of T9 Technology Comes Swype, the Next Generation of Text Input That Will Revolutionize Communication

Company and Technology Launched at TechCrunch50 Event Where it Was Honored as One of Top 50 New Technology Companies

San Francisco, CA – September 9, 2008 – Newly launched Swype unveiled a powerful technology today at the TechCrunch50 event that will change the way people input text on any screen. Created by Dr. Cliff Kushler, the co-inventor of the T9 predictive text technology which is used on over 2.5 billion mobile phones worldwide, Swype provides a faster and easier way to input text on any screen through a ground-breaking new technology that will revolutionize the way users communicate.

With one continuous finger or stylus motion across the screen keyboard, the patented technology enables users to input words faster and easier than other data input methods—at over 50 words per minute. The application is designed to work across a variety of devices such as phones, tablets, game consoles, kiosks, televisions, virtual screens and more.

In the history of text input, there have been two mainstream foundational technologies. First was the mechanical keyboard as represented by the typewriter and PC/laptop keyboards. Over one billion have shipped over the last 50 years. The second is predictive text, which rose to prominence along with SMS services on mobile keypads. Three billion phones have shipped in the past ten years using this technology. Swype is poised to become the third foundational platform for next five billion future touch and remote screen devices.

“The iPhone phenomenon has created a huge demand in the marketplace for touch screen devices and now we are launching a new technology that will allow handset and other screen manufacturers to design and produce products that are sleeker, more reliable and better performing than those with traditional text-entry options,” said Mike McSherry, CEO of Swype. “Swype is set to revolutionize the way we communicate by making it easier and faster for users to input information on any screen.”

The company's key executives include:

- Cliff Kushler, Ph.D., President & Co-Founder – Before founding Swype, Dr. Kushler was a founder and VP of R&D at Tegic Communications where he spearheaded the development of the T9 predictive text technology now being used on almost three billion phones worldwide. AOL later acquired Tegic. Dr. Kushler currently holds 14 US patents.
- Randy Marsden, P.Eng. Co-Founder – Mr. Marsden originated the concept of the Swype keyboard. Mr Marsden was also the developer of the onscreen keyboard included in Windows, with an installed base of over 500 million units.
- Mike McSherry, CEO – Mr. McSherry is an experienced internet and mobile entrepreneurial executive. He was also the co-founder of both Amp'd Mobile and Boost Mobile. At Amp'd Mr. McSherry was the SVP Emerging Technologies and was involved in all strategy, service and platform strategies. At Boost, Mr. McSherry led the product management and data services team and was a key founder in both the Australian and US launches. Mr. McSherry started his technology career at Microsoft serving in multiple product management roles.

For more information and a product demo visit: www.swypeinc.com

About Swype

Swype was developed by experts in computing and mobile phone text input technologies. Dr. Cliff Kushler, founder and CTO, is a co-inventor of the T9 text input software installed on 2.5 billion mobile phones. Co-founder Randy Marsden, P. Eng., developed the on-screen keyboard software that is part of Microsoft Windows. Dr. Kushler and Mr. Marsden have decades of experience in developing and commercializing technology for text entry on computers and mobile phones.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

###

