

**For Release 9 a.m. PST
September 03, 2006**

SMS Text Messaging is being used as a tool in trade union activities in the Philippines

SMS Text Messaging to communicate with workers and seek their support in union certification efforts.

VANCOUVER— September 03, 2006 — SMS Text Messaging is being used as a tool in trade union activities in the Philippines. With the often wide geographic dispersal of co-workers, the difficulty in organizing through door-to-door or leaflet campaigns has given rise to the use of SMS Text Messaging to communicate with workers and seek their support in union certification efforts. From the original article:

"Going house-to-house still works to mobilise workers, but it takes a lot of time and money since workers usually do not live close to each other" said Anna Lee M. Fos, Research Officer from Trade Union Congress of the Philippines (TUCP). "Moreover, this kind of activity can take place only after the working day at night, on Sundays or during rest days. Distributing leaflets is also good but workers are often tired of reading papers. If they do not feel personally and directly affected by an issue, they don't read them." *Texting* is especially appropriate when going door-to-door is difficult. Every time we conduct Focused Group Discussions or local-level orientation sessions, we ask workers to fill up a registration form including their cell phone number. We can text them reminders such as 'come to the certification election' even if they are not union members yet."

About Upside Wireless Inc.

Upside Wireless Inc. is a leading North American company that specializes in providing global mobile messaging services and applications for consumer and enterprise markets. Founded over 6 years ago Upside identified a gap in the marketplace for solutions that facilitate

transfer of information between various information systems within enterprises, with their mobile employees, customers and partners using mass market devices - mobile phones.

#####

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

For more information, press only:

Branko Zurkovic

Vancouver: +1.604.687.7433

media@upsidewireless.com

For more information on Upside Wireless Inc :

<http://www.upsidewireless.com/>