



Contact:
Corrinne J. Upton
Modality/
Vault Communications
cupton@vaultcommunications.com
610.455.2750 (Office)
610.781.1178 (Cell)

Modality Launches Mobile Learning Applications on Apple App Store
Modality Partners with Leading Publishers to Bring Trusted Learning and Consumer Reference Tools to iPhone and iPod Touch Users

Durham, N.C.- July 10, 2008—Modality, Inc. (www.modalitylearning.com <<http://www.modalitylearning.com/>>), the leader in providing innovative learning and consumer reference content for iPods, announced that its new line of applications for the Apple iPhone and iPod touch will be available on Apple's App Store today. These products are designed to provide a new and unique mobile learning and reference experience for people on the go.

“Modality takes full advantage of the iPhone’s revolutionary feature set to create multimedia applications that are easy to use and provide effective, interactive learning experiences. And because our applications aren’t dependent upon wireless access, we offer true anytime, anywhere access,” said S. Mark Williams, Ph.D., CEO of Modality. “We bring consumers the content they know and trust on the devices they really want to carry.”

By partnering with some of the world’s leading publishers, Modality is releasing medical reference titles such as Netter’s Anatomy for iPhone and well-known brands of consumer content such as the popular Frommer’s Travel Guides. These iPhone applications offer enhanced features not found in any other medium. For example, users of Netter’s Anatomy can easily zoom into high-resolution images for more detail or quiz themselves on anatomical structures. Frommer’s for iPhone users can find the nearest Frommer’s-recommended restaurant on a map using location based services (LBS), then phone ahead for a reservation with the tap of a finger.

Modality plans to release a dozen titles within weeks of Apple’s App Store opening.

More than 100 new applications for iPhone and iPod touch are in the Modality pipeline for 2008, covering areas such as medical education and reference, K-12 education, food and drink, and travel.

In 2008, Modality will release more than 50 health and medical education applications, including the popular Netter's Flash Card series from Elsevier (Anatomy, Neuroscience, Musculoskeletal, Histology). Netter's titles will sell at \$39.99. Also forthcoming in 2008 are dozens of general consumer titles based on well-known brands such as Frommer's travel guides, Brain Quest for elementary students, and CliffsNotes literature study companions. Frommer's travel guides will sell at \$9.99.

In addition to its iPhone product line, Modality offers more than 85 products for video iPods under its Raybook product line (www.raybook.com <<http://www.Raybook.com/>>), including Brain Quest for grades 1-7, culinary guides from Betty Crocker, Steve Raichlen's How to Grill, Mr. Boston's Bartending Guide, CliffsNotes, and a wide variety of medical and health sciences titles including Netter's Anatomy Flash Cards and Mosby's Medical Terminology Flash Cards.

The App Store will be available in 62 countries today at www.itunes.com/appstore/ <<http://www.itunes.com/appstore/>>

About Modality

Modality, Inc. (www.modalitylearning.com <<http://www.modalitylearning.com/>>) makes small screens smarter, putting high-quality learning and lifestyle content in the palm of your hand. Using its patent-pending process, Modality transforms and distributes premium content for handheld devices, allowing consumers mobile access to trusted content relevant to their education, professional training, and lifestyles. Modality enables users to access content on intuitive and highly capable handheld devices such as the Apple iPhone and iPod. Modality's learning applications for iPhone and iPod are available for purchase and download in the App Store (<http://www.apple.com/iphone/appstore/>) and on iTunes. Modality's Raybook product line, designed for video iPods, is available at www.Raybook.com <<http://www.Raybook.com/>> .

###