

HEAL THE BAY LAUNCHES TEXT MESSAGING SERVICE FOR CALIFORNIA BEACH-GOERS

Californians can now access any Los Angeles County beach's water quality grade via text message.

SANTA MONICA, CA (August 22, 2007) – Heal the Bay, a Santa Monica based environmental group dedicated to making Southern California's ocean and waterways safe and healthy, today announced a text messaging based version of their Beach Report Card. The program, which publishes weekly water quality grades for California beaches, will now be accessible to citizens anytime and anywhere through text messaging technology.

Beginning today, everyone can now get instant water quality grade information for any of the nearly 100 monitored Los Angeles County beaches via text message. Users can simply visit www.healthebay.org/brc/sms/ to find the keyword name assigned to their beach. They can then send a text message with the beach's name to the number 23907. The current grade for that beach will be text messaged back immediately.

"Everyone has the right to know the water quality at their favorite beach", said Karin Hall, Executive Director of Heal the Bay. "Through text messaging, beachgoers now can have that information at their fingertips no matter where they are."

According to officials at Heal the Bay and GoLive! Mobile, a Los Angeles-based firm who provided the technology for the project, the two organizations are planning additional mobile initiatives throughout the year. Heal the Bay plans to offer the Beach Report Card text message service for every monitored California beach within the next month. Other planned roll-outs include emergency volunteer SMS alerts for Heal the Bay's extensive volunteer network, among other programs.

"This is a very innovative use of text messaging, and we are honored to work with Heal the Bay in adding cutting edge technology to their hugely successful, 17 year old Beach Report Card program" commented Shannon Kessler, a sales director at GoLive! Mobile.

About Heal the Bay

Heal the Bay is a California-based non-profit environmental group dedicated to making Southern California coastal waters and watersheds safe and healthy. Since 1990, we have published the Beach Report Card, California's only comprehensive analysis of coastline water quality.

<http://www.healthebay.org>

About GoLive! Mobile

GoLive! Mobile is a leader in mobile messaging, billing, and content management solutions servicing a clientele ranging from small businesses to Fortune 500 brands. Our range of services includes mobile content delivery, Premium SMS, short code services, and more. Our industry leading tools help businesses take the mystery out of mobile.

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