

Titanium-Jewelry.com Launches New Mobile Shopping Site with mPoria, Inc.

Leading online retailer of men's and women's jewelry such as mens rings and mens wedding bands adds mobile commerce capability, giving shoppers flexibility of shopping by cell phone

(Modesto, CA) July 16, 2008 – Titanium-Jewelry.com, a leading online retailer of titanium rings, tungsten rings and unique contemporary jewelry designs for men and women, today announced the availability of their new mobile commerce (m-commerce) shopping portal made possible through mPoria Inc's GoMobile!™ mcommerce solution. Through mPoria's industry-leading technology, Titanium-Jewelry.com is now offering its customers the ability to browse, price compare and shop with Titanium-Jewelry.com using any mobile phone or device.

Titanium-jewelry.com has embraced technology repeatedly over the years, with the rapid deployment of tech-savvy e-commerce, and now m-commerce, capabilities, in addition to other technologies that include vodcasts, podcasts, digital look books and user-friendly and technically advanced gift guides.

mPoria's GoMobile! solution which is designed specifically for the retail industry, provides merchants with an easy-to-use, cost-effective, and non-technical m-commerce solution for developing and launching consumer-friendly mobile shopping sites that work with the majority of all mobile devices across all major wireless carriers. GoMobile! also enables retailers to extend their sales cycle, (I'm not sure what extend the sales cycle means) meet the changing needs of mobile consumers. Recognizing the demand for mobile technology and ease of access, Titanium-Jewelry.com deployed this functionality to better meet the buyer behavior of their target audience.

"Providing cutting edge cotemporary jewelry, including titanium rings and tungsten mens wedding bands and mens rings for the up and coming male and female demographic, our goal is to not only provide the merchandise that appeals to our customers, but the most efficient and intuitive method for purchase," stated Ron Yates founder of Titanium-Jewelry.com. "With today's mobile community rapidly growing, m-commerce is not only smart business, but the way of the future for retailers and we're happy to have partnered with the industry's leading m-commerce technology provider – mPoria," Yates concluded.

The online retailer of men's and women's jewelry is already receiving orders through mPoria's GoMobile! platform and anticipates an increasing number of mobile sales as customers learn about and begin using this added functionality. To start shopping via Titanium-Jewelry's m-commerce site, please visit <http://www.tirings.mobi>. For all other information on jewelry available for purchase through Titanium-Jewelry, please visit <http://www.titanium-jewelry.com>.

About Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of tungsten wedding bands, titanium wedding rings and black diamond jewelry uniquely styled for men and women. Experts in modern mens wedding bands and fashionable metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit www.Titanium-Jewelry.com.

About mPoria, Inc.

mPoria Inc. is the leading provider of mobile commerce solutions in North America. The company builds and markets m-Commerce stores for retailers and service providers, enabling them to extend their reach to the mobile channel and drive consumer sales. Retail customers include GameStop, Buy.com, TicketsNow, Cutter & Buck, and others. Wireless carrier partners include Verizon, Sprint and Cingular. mPoria is privately owned and based in Seattle, WA.

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