



News Release

Contact Caringo:

Mark Goros, CEO
858-551-1280
mgoros@caringo.com

Contact Agency:

Mark Smith, JPR Communications
818-386-0403
marks@jprcom.com

Yap Taps Caringo to Provide Content Storage Infrastructure for Next Generation Voice-to-Text Platform

AUSTIN, Texas, September 9, 2008 – Caringo, Inc., a leading provider of content storage software delivering clustered storage infrastructure for both active and archive content, announced today that Yap Inc. has selected the company to provide the content storage infrastructure for Yap’s next-generation mobile speech-to-text platform.

Yap will utilize Caringo’s CASTor™ content storage software built on third-generation content addressable storage (CAS) technology to create a high-performance storage infrastructure with virtually unlimited scalability to support audio and text content derived from Yap’s innovative Automatic Speech Recognition cluster. Yap enables customers to dictate messages into their mobile devices, which are then instantly converted into text and sent as SMS messages to their recipients. Yap is delivering a socially conscious application recognizing that a significant number of people admit to writing and sending text messages while driving. This new capability allows these consumers to safely text without putting others and themselves at risk. The audio and text messages will be stored on and served from a CASTor storage cluster.

“CASTor was the only storage solution we found that could meet the scalability, cost and performance standards we needed to properly implement our Automatic Speech Recognition platform for telco grade deployments,” said Igor Jablov, CEO of Yap. “Caringo’s approach to content storage and data protection ensures that Yap customers’ voice and text messages will be safe and secure with CASTor.”

“Yap has created a truly innovative speech recognition solution with an architecture that takes full advantage of the simplicity and scalability of CASTor,” said Mark Goros, Caringo CEO. “We look forward to working with Yap to build the success of the ASR platform.”

About Caringo

Caringo, Inc. is a leading provider of content storage software and has re-imagined content addressed storage from the ground up with its flagship CASTor product. CASTor is third-generation technology that leverages the customer’s choice of commodity hardware for implementing a robust storage cluster that dramatically improves the scope and economics of corporate content storage. Founded on the operating principle that things should be made as simple as possible and a customer-first focus, Caringo makes content storage affordable, scalable, fast and easy. More information can be found at www.caringo.com.

About Yap

Yap was founded by two young entrepreneurs who shared a belief that speech recognition would be the dominant user interface for mobile devices, and that blending that with web services was critical to delivering an improved experience. They were joined by the same talent that worked on marquee products such as Apple’s iPod, IBM’s ViaVoice, Opera’s Browser, and RIM’s BlackBerry, to develop a next generation platform that uses freeform speech recognition to support a myriad of use cases. Their passionate work in making mobile messaging safer to use reached international acclaim when they were named finalists in Silicon Valley’s TechCrunch event and then voted North Carolina’s Early Stage Company of the Year. Founded in 2006, Yap is headquartered in Charlotte, North Carolina. For more information and demo videos, please visit: www.yapme.com.

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