



ENTERPRISE SOFTWARE FOR HANDHELDS

Rove releases Mobile Admin 4.1, integrates three products

Company releases single unified platform for remote IT administration

OTTAWA, Canada – September 16, 2008 – Rove Inc., a maker of network administration platform for the enterprise, today launched the latest version of its flagship product, Mobile Admin, cementing its market dominance as the leading provider of network administration software that allows unified management of all IT systems from a handheld device or computer.

Mobile Admin 4.1 now incorporates the functionality of Mobile SSH, providing full UNIX connectivity via SSH or telnet, and of Mobile Desktop, which allows administrators to view their Windows environment exactly as it appears on the screen of their desktop or laptop. (For a technical backgrounder on Mobile Admin 4.1, please visit <http://www.rovemobile.com/mobileadmin/features/>).

“With the launch of Mobile Admin 4.1, Rove delivers a single product that vastly increases the productivity and effectiveness of IT departments in every vertical, no matter what server environment they have,” said Rob Woodbridge, president and CEO of Rove. “With Mobile Admin, the cost of downtime, which can add up to millions of dollars a year in lost revenue for a large enterprise, can be slashed to a fraction of what it was by allowing most IT problems to be resolved much more swiftly.”

“At the same time,” Woodbridge added, “Mobile Admin alleviates churn and employee burnout in an IT department, and ratchets up the return on the investment organizations make in mobile infrastructure by transforming handhelds from interesting gadgets to a high-value platform for enterprise applications.”

Mobile Admin allows a user with a handheld device to perform a host of tasks, such as unlock user accounts, reset passwords, restart servers, run command lines and kill lost or stolen mobile devices to protect confidential data, all from any location within minutes.

Rove’s products have enjoyed widespread adoption by companies in a host of verticals, including ING, Capital One, USDA, Boeing and the Mayo Clinic. Over the coming months, Rove will continue to build on its new integrated Mobile Admin platform to provide users with even more benefits.

About Rove

Rove is the world’s leading provider of network administration software that allows for unified management of all IT systems from a handheld device or computer. Rove has more than 80,000 installed licenses and more than 7,000 customers in 77 countries, including 100 Fortune 500 companies and six of the world’s 15 largest banks. The company’s proven solution extends the capabilities of handheld devices far beyond mere voice and email to lower costs, increase productivity and reduce risk for clients in a host of verticals. Rove’s product innovation and excellence has been recognized with awards from industry-leading companies such as RIM, Microsoft, IBM and AT&T.