



Palm and Telcel Launch Slim, Sleek Palm Treo 680 Smartphone in Mexico

New Smartphone Offers Telcel Consumer and Business Customers a Slim and Sleek Device Packed Full of Functionality

MEXICO CITY, Jan 29, 2007 (BUSINESS WIRE) -- Palm, Inc. (Nasdaq:PALM) and Telcel today announced the availability of the Palm(R) Treo(TM) 680 smartphone in Mexico. The Treo 680 GSM/GPRS/EDGE(1) quad-band world phone, running on the Palm OS(R), boasts Palm's hallmark ease of use. Slim, compact, and packed with features beyond its stellar phone capability -- such as email, web browsing, messaging, multimedia, calendar, contacts and more(2) -- the Treo 680 will keep any user productive.

With the introduction of the Treo 680 smartphone, Palm is targeting new users in the rapidly growing smartphone and feature-phone markets. Telcel's clients will be able to better balance their personal and business lives, as the all-in-one Treo 680 smartphone seamlessly combines a compact, full-featured mobile phone with so much more, all at a competitive price. Users can do even more with their phone, from editing documents to organizing photos and music.

Designed for Consumer Work and Play

The Palm Treo 680 smartphone is easy to use and affordable because of the multiple innovations it encompasses, including the following:

- A new internal antenna enables a sleeker design;
- An improved phone application on the Treo 680 allows users to dial faster;
- The ability to ignore calls with a quick text message lets users tell a caller "I'm in a meeting" or "Can't talk now";
- The large, bright color screen is perfect for viewing email, documents or spreadsheets via DataViz Documents To Go(R), and even photos and movies;
- The highly regarded built-in QWERTY keyboard has improved buttons, making it even easier to type emails or SMS messages;
- The messaging application displays text-messaging conversations as "threaded chats," similar to IM, so users can see their entire conversation with a particular person; and
- The Treo 680 also can be used as an MP3 player and has an integrated digital camera with video-capture support and video player, with simpler organization for photos and photo slideshows.

Business Customer-focused Solution

While Palm's ease of use and affordability are beneficial for new or upgrading consumers, business users also can take advantage of the Treo 680 smartphone.

- Flexibility: The all-in-one Treo 680 smartphone is ideal for deployment across any business, small or large, and offers the security and flexibility needed by IT departments for easy integration.
- High return on investment: Because of its low price and ease of use, the Treo 680 brings increased mobile productivity to help businesses realize a quick return on investment, all in a budget-friendly smartphone.
- Staying productive: Phone, web, add-on business applications and more help customers stay in touch and stay on top of their work.
- Staying connected: Palm supports a variety of email solutions - from Microsoft Exchange ActiveSync,(3) to POP and IMAP

accounts.

More information about the Treo 680 smartphone is available at www.palm.com/Treo680.

About Telcel

Telcel (Radiomovil Dipsa) has been operating since 1989. It is a leading cellular telephone company in Mexico with over 40 million clients and a nation-wide coverage of more than 100 thousand towns and villages in the 9 regions of the country, including over 850 cities and over 25 thousand kilometers of GSM-technology roads. Known for its state-of-the-art and innovating developments, the company offers the most cutting-edge voice and data wireless connectivity in the home market.

It is a subsidiary of America Movil, S.A. of C.V. (BMV:AMX) (NYSE:AMX) (NASDAQ:AMOV) (LATIBEX:XAMXL), the leading wireless services supplier in Latin America with operations in several countries in the American continent and over 113 million cellular users.

About Palm, Inc.

Palm, Inc., a leader in mobile computing, strives to put the power of computing in people's hands so they can access and share their most important information. The company's products for consumers, mobile professionals and businesses include Palm(R) Treo(TM) smartphones, Palm handheld computers, and Palm LifeDrive(TM) mobile managers, as well as software, services and accessories.

Palm products are sold through select Internet, retail, reseller and wireless operator channels throughout the world, and at Palm Retail Stores and Palm online stores (<http://www.palm.com/store>).

More information about Palm, Inc. is available at <http://www.palm.com>.

(1) The Treo 680 is designed to be compatible with networks implementing GSM/GPRS/EDGE standards, but may not be available or operate in all countries.

(2) Within wireless service coverage area only. Availability and coverage depends upon carrier and the geographic scope of international roaming agreements. Email, messaging and web access requires data services from a mobile service provider at an additional cost. Email account not included. EDGE service not available in all areas.

(3) Requires Microsoft Exchange Server 2003 and access enabled by IT administrator.

Broadcast Video and Other Palm Materials

Broadcast video and other materials are available online from Palm's Multimedia Library (www.palm.com/MultimediaLibrary). Press can register at the site, which is hosted by The NewsMarket (www.TheNewsMarket.com), a web-based news and video archive, to browse and preview an extensive content library and order footage directly from their desktops. Registration and ordering on the site is free.

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