



FOR IMMEDIATE RELEASE

**TALKING STREET
AND THE CONSTITUTIONAL WALKING TOUR
PRESENT
FIRST EVER CELL PHONE WALKING TOUR
OF HISTORIC PHILADELPHIA**

***Audio Tour Offers Visitors an Entertaining, Unique and Convenient Way
to Explore America's Birthplace***

New York, New York and Philadelphia, Pennsylvania - August 10, 2006 - Talking Street and The Constitutional Walking Tour of Philadelphia announced today the launch of the first-ever, cell phone walking tour of Philadelphia, entitled The Constitutional Cell Phone Tour of Historic Philadelphia. Visitors can now experience a totally unique and exciting way to see America's Birthplace through user-friendly technology that's just a call away. Talking Street, the leading audio tour guide provider and pioneer of the "cell phone walking tour" is powering The Constitutional Cell Phone Tour with its technology platform. The Constitutional Cell Phone Tour will be available beginning August 10, 2006.

The Constitutional Cell Phone Tour includes more than 20 of the most popular historical sites throughout Historic Philadelphia. In approximately 75 minutes, visitors can "experience history" by stepping back in time and walking in the Founding Fathers' footsteps. Along the 1.25 mile walking adventure, tourists will learn about some of America's most popular historic sites in the Independence National Historical Park area, which is home to The Liberty Bell, Independence Hall, The National Constitution Center and The Betsy Ross House.

"We are thrilled to be working with The Constitutional Walking Tour of Philadelphia to introduce the cell phone walking tour experience to the city and its millions of visitors," said David Solomont, Chairman & CEO of Candide Media, Inc. "The Constitutional is Philadelphia's quintessential visitor experience, and now anyone with a cell phone can

immerse themselves into the rich history and charm of Philadelphia, and it's as easy and as accessible as making a phone call or using a handheld audio tour guide in a museum.”

With its patriotic music, creative sound effects, and entertaining storytellers, The Constitutional Cell Phone Tour is a “theater of the mind” experience - a virtual time machine, with the sounds, stories and sites of Historic Philadelphia. Visitors can take The Constitutional Cell Phone Tour on their own schedule and at their own pace.

“With the ever-growing popularity of audio tours, we are thrilled to launch The Constitutional Cell Phone Tour,” stated Jonathan Bari, Chairman of The Constitutional Walking Tour. “Philadelphia is best seen by foot, and as such, we are excited to work with Talking Street, the leading cell phone tour operator, to debut this extension of our critically-acclaimed walking tour programs. The Constitutional Cell Phone Tour, which is great for all ages, provides visitors with the convenience to take the tour when they want, how they want, at their own pace.”

How It Works

Grab your cell phone and go! Choose a stop, call 215-229-TOUR (8687), and enjoy an audio track about the site where you're standing. There are also optional recorded directions from one site to the next. Visitors can enjoy the freedom to explore on their own schedule, at their own pace. The 1.25 mile journey takes around 75 minutes, including about 40 minutes of cell phone time and 35 minutes of walking time. Tourists can visit the stops in any order that they choose.

The standard price of the tour is \$9.95. Call 215-229-8687 to listen to a free sample medley and to purchase The Constitutional Cell Phone Tour by charging it directly to your cell phone bill or credit card. Tours can be accessed within a single day, or over the course of a week.

Maps and brochures for The Constitutional Cell Phone Tour will be available for visitors at more than 100 Philadelphia area locations including the Independence Visitor Center, National Constitution Center, Pennsylvania Convention Center, area hotels, etc. You can also purchase passes, get more information, and download a map of the cell phone tour at www.PhillyByPhone.com and www.talkingstreet.com.

About Talking Street™

A service of Candide Media Works (www.candidemedia.com), Talking Street uses everyday technologies, like cell phones, iPods, MP3 players and PDAs, to offer consumers new ways to explore a destination—on your schedule and at your own pace. Candide Media Works, Inc. pioneered the first ever celebrity narrated cell phone walking tour, Talking Street The Lower East Side: Birthplace of Dreams, narrated by Jerry Stiller, funded in part by Steven Spielberg's Righteous Persons Foundation. Subsequently, Candide launched Talking Street Boston: City of Rebels and Dreamers, narrated by Aerosmith front man Steven Tyler as well as The Rise of New York, a tour of Lower Manhattan and the World Trade Center Site, narrated by Sigourney Weaver; Symbols of America; The Washington Mall, narrated by Larry King and Staten Island Ferry Bridging the World's Harbor, narrated by Paul Sorvino. Talking Street will offer tours across the United States in various markets including Chicago, Hollywood, Miami Beach, New Orleans, San Francisco and Seattle, and these will be available in late summer 2006. Additional tours are planned for major travel destinations both nationally and worldwide during the second half of 2006.

About The Constitutional Walking Tour of Philadelphia

The Constitutional Walking Tour of Philadelphia takes visitors on a walking journey through America's Most Historic Square Mile, the birthplace of our nation – “Where Every Day is Independence Day.” Located in Center City Philadelphia, The Constitutional includes many sites within the Independence National Historical Park area, which is home to the Liberty Bell and Independence Hall. The Constitutional guides visitors to walk through history where The Declaration of Independence and The United States Constitution were created. The Constitutional is one of “Philadelphia's Top 25 Tourist Attractions” as ranked by the Philadelphia Business Journal. Visitors can experience The Constitutional: 1) on their own as a free, self-guided walking tour, 2) with a lively tour guide for a fee 3) with the new Philly MP3 Audio Tour or 4) via the new Constitutional Cell Phone Tour by calling 215-229-TOUR (8687). For more information on The Constitutional, please visit www.TheConstitutional.com. Guided and audio tours are offered by The Constitutional Guided Walking Tours, LLC which is a licensee of The Constitutional Foundation, Inc. d/b/a The Constitutional Walking Tour of Philadelphia; a portion of the proceeds from all guided and audio tour fees benefits The Constitutional Foundation and its free self-guided tour.

The Constitutional Cell Phone Tour was created by Jonathan and Leslie Bari. The content was locally recorded and produced in the Philadelphia area by Wallabee Multimedia in Gladwyne, Pennsylvania.

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The Constitutional Cell Phone Tour ☎ 215.229.8687

- 1 Welcome & Introduction at the Independence Visitor Center**
Your adventure begins - America's Most Historic Square Mile
- 2 Declaration House (Graff House)**
Where Thomas Jefferson wrote The Declaration of Independence
- 3 Signers' Walk**
The Founding Fathers' "Walk of Fame"
- 4 The Liberty Bell**
The quintessential icon of American freedom
- 5 Independence Hall**
America's Birthplace
- 6 Congress Hall**
The former U.S. Capitol and site of two Presidential Inaugurations
- 7 Old City Hall**
The former home to the U.S. Supreme Court
- 8 Signer's Garden**
Dedicated to those who risked their lives for American freedom
- 9 Philosophical Hall**
Oldest scholarly society in the U.S.
- 10 Library Hall**
The nation's first public library and the former Library of Congress
- 11 Second Bank of the United States**
Once the most influential financial institutions in the world, now a portrait gallery
- 12 Carpenters' Hall**
The birthplace of the American identity
- 13 New Hall Military Museum**
Interpreting the role of the military in early U.S. history
- 14 The First Bank of the United States**
Sparked the first great Constitutional debate
- 15 Franklin Court & B. Free Franklin Post Office**
Benjamin Franklin's home and the only Colonial themed Post Office
- 16 Christ Church**
An active parish since 1695, often called the "Nation's Church"
- 17 Betsy Ross House**
Where Betsy Ross sewed the first Stars and Stripes
- 18 Arch Street Friends Meeting House**
Home to the Society of Friends
- 19 Christ Church Burial Ground**
The final resting place of Benjamin Franklin
- 20 National Constitution Center**
Exercise your right to explore the Constitution of the U.S.