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UMeWorld to Launch Revenue Sharing Pilot Program with China Mobile

HONG KONG, CHINA / ACCESSWIRE / May 17, 2016 /The management team of UMeWorld Limited (OTCQB: UMEWF) is pleased to provide this shareholder and investor update:

UMeWorld and China Mobile have agreed to a revenue sharing pilot program wherein China Mobile "AND! Education" subscribers using UMFun in the Ningxia province will be charged a monthly fee, starting in June 2016. This pilot program will allow the Company to optimize its scalable marketing and sales plan in preparation for charging other subscribers system-wide in September 2016 to coincide with the beginning of the academic school year.

Currently, there are 600,000 paid subscribers on China Mobile's "AND! Education" platform in the Ningxia province. The majority of subscribers reside in the provincial capital city which makes it an ideal launching pad for the pilot program. "Under the program, UMeWorld will assign a team of field-based sales representatives led by a regional sales manager, to work with and provide support to China Mobile's field sales agents," says Michael Lee, President, CEO and Chairman of the Board, UMeWorld. "Our UMFun sales strategy begins with site-based or school level contacts and focuses on individual school principals and teachers."

UMeWorld has completed a one-day UMFun product training seminar with ten key China Mobile distribution agencies from the Guangxi province. These agencies represent over 2,000 field-based sales representatives throughout the Guangxi province. There are 1,860,000 paid subscribers on China Mobile's "AND! Education" platform in the Guangxi province. The Company has two specialized sales and marketing professionals, experienced in generating new sales of educational products, stationed in the provincial capital city of Guangxi province to provide ongoing training and support to China Mobile agents.

Michael Lee was recently interviewed live by CNBC Asia at the 2016 CES Asia expo in Shanghai, the interview titled "[Here's how UMeWorld won Chinese Students Over](https://video.cnbc.com/gallery/?video=3000516658)" can be viewed via this link: <https://video.cnbc.com/gallery/?video=3000516658>

Michael Lee also recently authored an article for EdTechDigest titled, "[China's Got Game](#)."

About China Mobile

China Mobile's educational platform is available to students from Kindergarten through

Grade Twelve and is the largest subscription-based educational platform in the world, used mainly by teachers, parents and schools through many provinces in China.

The kindergarten-to-grade-12 (K-12) educational system in China is the largest in the world, comprising approximately 200 million students. UMeWorld is on track to becoming a leading educational service provider in China.

About UMeWorld

UMeWorld is an internet technology company with a focus on the K-12 education market in China. UMFun, the Company's K-12 flagship product, is a cloud-based, patent-pending, adaptive learning and assessment platform that can intelligently analyze and adapt to a student's performance and personalizes the delivery of proprietary educational items in accordance with the student's learning needs. UMFun's off-school version is made available to Chinese K-12 students through China Mobile, the world's largest mobile service provider by network scale and subscriber base, serving over 823,000,000 customers.

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