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UMeWorld to Launch UMFun in Hubei Province, Reaffirms 10,000,000 Subscribers in 2016

UMFun Combines Gamification with Adaptive Learning to Make Learning Fun

HONG KONG, CHINA / ACCESSWIRE / June 30, 2016 UMeWorld Limited (OTCQB: UMEWF) announces the imminent launch of UMFun on China Mobile's "AND! Education" K-12 platform in Hubei province. The K-12 system in Hubei province consists of 7.04 million students. Currently, there are over 3 million paid subscribers on China Mobile's K-12 platform in the Hubei province; representing a 43% market share in China's 9th largest province by K-12 student population.

With the addition of Hubei province, UMFun is now available on China Mobile's subscription based "AND! Education" platform in six Chinese provinces - Hubei, Shanxi, Ningxia, Guangxi, Guizhou and Guangdong provinces - which collectively service over 20 million paid subscribers; representing a 40% market share in the total K-12 student population in these six provinces.

UMeWorld is reaffirming its anticipated subscriber base of 10,000,000 subscribers by the end of 2016, as initially announced in July 2014.

About China Mobile

China Mobile Limited is a Chinese [state-owned](#) telecommunication company that provides mobile voice and multimedia services through its nationwide [mobile telecommunications](#) network. China Mobile is the world's largest mobile services provider by network scale and subscriber base, serving over 826 million customers. The Company was listed on the New York Stock Exchange and the Stock Exchange of Hong Kong Limited, and was recognized on the Dow Jones Sustainability Indexes ("DJSI") for six consecutive years. China Mobile has recently launched a new commercial brand "AND!", literally meaning connect, and as the acronym of a new dream. a new dream aims to bring the world's most cutting edge technology to Chinese customers in 4G era, reflecting the friendly, intimate, mutual trust, and harmonious relationship between China Mobile and its customers and the society.

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 826 million customers.

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