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Robin Sharma and Y Media Labs Partner to Create the Latest Offering in 3G iPhone Applications for iTunes

Toronto: Following a string of recent partnerships for mobile applications with his content, Robin Sharma, best-selling author and leadership expert and Y Media Labs have collaborated to release a new iPhone Application on sale now on Apple's iTunes platform. The application combines Robin's leadership and personal content onto a convenient 3G application delivered in real time. Users that download the program receive Robin's blogs, podcast and exclusive videos with one click.

Robin Sharma commented; "Y Media Labs has proved its capabilities by creating iPhone and Facebook applications with over one million users. The Robin Sharma iPhone application is another extraordinary opportunity for me to help people *Lead Without a Title* and play at their best in all they do."

Ashish Toshniwal, Founder of Y Media Labs commented; "The offering is a strategic move for Y Media Labs. This initiative helps us open our doors to a new category in leadership and personal development. We as a company and as human beings believe in the power of Robin's ideas to help people and organizations be their best and surpass the limits of what is possible. We welcome the opportunity to help spread these ideas to the massive iPhone user base."

Robin Sharma is the globally celebrated author of 10 bestselling books on leadership and personal development. His work has been published in over 50 countries and nearly 70 languages. Titles include *The Monk Who Sold His Ferrari* and *The Greatness Guide* series, which have topped international bestseller lists and sold millions of copies. Robin is the founder of Sharma Leadership International Inc., a global training firm that helps people in organizations *Lead Without a Title*. Clients include many of the Fortune 500 including Microsoft, GE, and IBM. Organizations such as NASA and The Harvard Business School are also SLI clients. Robin is a former litigation lawyer who holds two law degrees including a Masters of Law. For more information go to www.robinsharma.com

Y Media Labs, based out of Redwood City, CA is a major development studio for apps on iPhone and Facebook platforms. Their clients include many of the Fortune 500 companies. The company has a solid track record of producing results and generating millions of users for their applications. Their recent application - ScruzzleWord has 4.0 rating on the App store and has received raving reviews by IGN and other bloggers.

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