

Mobile 365 and America Online, Inc. go the Whole Nine Yards with Super Bowl XXXIX Commercial Voting

Mobile 365 to Support Text Voting Campaign for AOL® Super Sunday Ad Poll

[BACK TO PRESS RELEASES](#)

Chantilly, VA, 01.02.2005 - Mobile 365, the global leader of mobile messaging services, today announced that it had formed an agreement with America Online, Inc., the world's leading interactive services company, to launch a text-to-vote campaign in conjunction with the AOL® Super Sunday Ad Poll.

The campaign, launched today, is part of the AOL Super Sunday Ad Poll, which lets fans view and vote for their favorite Super Bowl XXXIX television commercials on the AOL® and AOL.com® services. AOL's agreement with Mobile 365 and the text-to-vote campaign enables Ad Poll participants to text in their vote for their favorite spots via mobile phone, SmartPhone, or PDA. The campaign will run through February 7, 2005, when results of the AOL Super Sunday Ad Poll will be announced.

AOL Super Sunday Ad Poll lets fans view and vote for their favorite Super Bowl XXXIX commercials on the AOL and AOL.com services. Participants can register by texting the word "VOTE" to short code "GO AOL"(46265). On game day, participants will receive a reminder text message to vote for their favorite commercial and instructions on how to vote. After the Super Bowl game, participants will receive a text message with the top results and a link to view rebroadcasts of their favorite commercials at AOL's Website. Participants pay \$.50 to vote via mobile phone.

"AOL has led the way in cutting edge interactive Super Bowl campaigns," said Patrice McAree, vice president of business development for Mobile 365. "AOL Super Sunday Ad Poll is a great example of the growing adoption and impact of mobile marketing in everyday American culture. Adding the mobile component to AOL's poll enables them to creatively interact with not only the sports fans, but the broader viewing audience."

In order to support the text-to-vote feature for the AOL Super Sunday Ad Poll, Mobile 365 provisioned an interoperable, or cross-operator, short code for AOL, enabling wireless subscribers of the top four tier-1 U.S. wireless carriers to participate. Last year, fans streamed commercials available through the AOL Super Sunday Ad Poll 9.2 million times and cast more than 3.5 million votes.

About Mobile 365

Mobile 365, created by the merger of InphoMatch and Mobileway, is the global leader in mobile data services. Mobile 365 reliably delivers messages, premium content, and value-added services for the leading mobile operators, content providers, corporate brands, and media companies worldwide. Headquartered in Chantilly, Virginia, USA, Mobile 365 has global offices in Beijing, Hamburg, Hong Kong, Kuala Lumpur, London,

Madrid, Milan, Paris, San Mateo (California USA), São Paulo, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2, and Mobile 365 has conducted thousands of mobile campaigns for hundreds of leading brands around the world. For more information, visit <http://www.mobile365.com/> .