

Alien vs Predator Invades Mobiles across the World

Mobile 365 and Twentieth Century Fox team up for AvP Mobile Marketing Campaign

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London, UK, 04.10.04 - Twentieth Century Fox is teaming up with Mobile 365 (newly merged Mobileway-InphoMatch) to create an ambitious and innovative wireless campaign for the studios highly anticipated ALIEN VS PREDATOR film.

"Working directly with Fox, Mobile 365 has created exclusive wallpaper and alien tones from this autumn's blockbuster hit ALIEN VS PREDATOR. These exclusive images and tones will be sold to operators or third-party users such as ringtone and logo providers, or be sent straight to the mobile phones of UK film fans."

By texting 'ALIEN' or 'PRED' to short code '83200,' fans can vote on who will win the greatest battle on Earth. Details of how to vote will be carried on all above-the-line advertising materials for the film, with each SMS costing just 25p. Voters with colour handsets will receive free and exclusive ALIEN VS PREDATOR wallpaper to display on their phone, and get the chance to order more mobile content priced at 1.50.

"We're thrilled to be working with Fox on this blockbuster movie," said Russell Tarr, Country Manager, UK & Ireland Mobile 365. "Not only is this an entirely unique platform for combining innovative mobile promotions around the film, but also Fox will be able to build a huge mobile marketing database enabling them to market new films directly to users in the future."

Mobile 365 will help Fox maximise revenue generated from ALIEN VS PREDATOR mobile content by distributing it through global mobile network operators and mobile content providers.

"Mobile 365's unique global reach makes them an ideal partner for a blockbuster film release," said Helen Davis, Senior Marketing Manager for Twentieth Century Fox. "The mobile marketing element is integral to this film's UK release strategy."

In ALIEN VS PREDATOR, which hits cinemas nationwide on October 22, the iconic monsters from two of the scariest film franchises battle each other on Earth. The discovery of an ancient pyramid buried under the Antarctic ice sends a team of scientists and adventurers to the frozen continent. There, they make an even more terrifying discovery: two alien races at war. No matter who wins, we lose.

About Twentieth Century Fox

Twentieth Century Fox is a unit of Fox Filmed Entertainment, a unit of Fox Entertainment Group.

About Mobile 365

Mobile 365 is the company created by the merger of InphoMatch and Mobileway. Mobile 365 is the global leader in the delivery, billing, and settlement of mobile messaging services. The company's combined footprint enables it to reach more mobile users with more types of mobile data. Mobile 365 reliably delivers messages, premium content, and value-added services for the leading mobile operators, content providers, corporate brands, and media companies worldwide. Mobile 365 provides messaging you can count on.

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. The company has more than 200 employees worldwide. Mobile 365 has conducted thousands of campaigns on behalf of hundreds of leading brands. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2. The two companies blend a host of impressive venture capital partners with extensive experience in the mobile space that remain committed to the success of the company. Investors include 3i, Draper Atlantic, Draper Fisher Jurvetson, Institutional Venture Partners (IVP), and Mayfield, with additional strategic investments from Citigroup, Intel, and Visa International. For more information, visit <http://www.mobile365.com/>