

## **Cingular Selects Mobile 365 to Expand Subscribers? Multimedia Messaging Service Reach**

*Partnership Enables Cingular Subscribers to Exchange Photos Across Networks*

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**Chantilly, VA, 26.10.04** - Mobile 365, the global leader of mobile messaging services, today announced that Cingular Wireless has selected Mobile 365 to provide inter-carrier Multimedia Messaging Service (MMS) interoperability services for their subscribers.

Mobile 365's carrier-grade MMS interoperability service enables multiple mobile carriers to exchange MMS messages between networks utilizing various technological standards, including GSM, CDMA, and iDEN.

"Cingular has taken a bold step in redefining the global MMS market by using Mobile 365 as an intermediary for inter-carrier MMS delivery," said Neville Street, president and CEO of Mobile 365. "Just as our interoperability services helped ignite the SMS market in North America, we expect that this arrangement will be a landmark event for the emerging MMS market."

Mobile 365's MMS interoperability service leverages the company's secure, global messaging network. Mobile 365 delivers more than 1 billion mobile messages each month and handles more than 80 percent of inter-carrier text messages in the U.S.

### **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/>

