

## **Mobile 365 Announces 40% Increase of Year-over-year Traffic Growth**

### ***Mobile 365 Rivals Mobile Operators with Message Volume and Global Reach***

**Chantilly, VA, 04.04.2006** - Mobile 365, the global leader in mobile messaging and data services, today announced that the company's total short messaging service (SMS) and multimedia messaging service (MMS) traffic for the first quarter of 2006 was 8.4 billion messages transported, representing a 40% year-over-year increase. In 2005, the company delivered more than 25 billion messages—a rate of more than 2 billion messages monthly.

Mobile 365 delivers mobile content—including wallpaper, ringtones, games, and applications—on behalf of major global brands, and delivers cross-operator SMS and MMS messages around the world.

"Mobile 365 continues to experience tremendous traffic growth around the world," said Gregory Dunn, Vice President of the Americas for Mobile 365. "We have especially seen a dramatic rise in MMS volume since we pioneered MMS interoperability. We expect, with our interoperability service and the high adoption rate of MMS-capable handsets by U.S. consumers, we will continue to see explosive MMS traffic growth and the rise of new MMS-focused applications and services."

Mobile 365 has nearly 300 direct personal messaging connections to operators worldwide, with reach to over 500 mobile operators and more than 120 premium operator SMS links. Mobile 365 has five global data centers located in Sterling, VA; Chicago, IL; Paris; Beijing; and Singapore.

Mobile 365 is attending the CTIA Wireless Show (Booth# 5253) from April 5-7, 2006 in Las Vegas, NV. Attending from Mobile 365 will be: Greg Dunn, Vice President of the Americas; William Dudley, Senior Director of Product Management; Michael Kurtzman, Managing Director, Content Services.

### **About Mobile 365**

Delivering two billion messages per month, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, and WAP. With reach to more than 500 mobile operators around the world, Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium content and value-added services. Headquartered outside of Washington, D.C., Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Johannesburg, Kuala Lumpur, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Francisco, Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon Wireless, Vodafone, Cingular Wireless, T-Mobile, Telcel, Telefonica, O2, China Mobile, China Unicom, Hutchison, and Airtel. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Yahoo!, and Dunkin' Donuts. For more information, visit: [www.mobile365.com](http://www.mobile365.com).