

Mobile 365 to Deliver SMS Alerts for CNN's Global Market Wrap Service

Providing CNN Viewers Another Wireless Option to Keep Up-to-date on Global Market Movements

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Singapore, 07.07.2005 - Mobile 365, the global leader in mobile messaging and data services, announced today that they will host and manage a global mobile stock quote SMS alert service for CNN.

Entitled Global Market Wrap, this SMS service is delivered using Mobile 365's Application Manager, which features Web-based, easy-to-use intuitive application interfaces for setting up and managing mobile services. The service is distributed using Mobile 365's global distribution footprint, which includes over 120 premium SMS connections across Western Europe, Asia, and the Americas.

Subscribers to this service - regardless of mobile operator or network— will receive up to three daily SMS updates pertaining to Asian, European, and U.S. stock quotes.

"Mobile 365 is delighted to work with leading broadcasters, such as CNN, to augment its brand and drive consumer loyalty," said Matthew Talbot, Managing Director, Asia, Mobile 365. "With a reach to more than 500 mobile operators globally—and being operator- and network-agnostic — Mobile 365 provides CNN with a single point of immediate access to its mobile users around the world."

With this service provided by Mobile 365, CNN viewers can retrieve the short code from service-specific television commercials, and send an SMS keyword to activate the service. Alternatively, they can sign up to receive the free daily stock quotes by registering their mobile numbers on the Web subscription form located at www.cnn.com/mobile.

About Mobile 365

Mobile 365 leads the world in the delivery, billing, and settlement of mobile messaging and data services. Delivering over one billion messages per month, Mobile 365 is at the forefront of mobile interoperability messaging, and the distribution of premium content and value-added services. Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, Paris, San Mateo (California, USA), São Paulo, Shanghai, Singapore, Sydney, and Taipei. Mobile 365 works with major global operators, including Cingular, O2, Telcel, Telefonica, T-Mobile, Verizon Wireless, and Vodafone, and with leading brands, content providers, and media companies worldwide. For more information, visit www.mobile365.com.