

Mobile 365 to Enable SMS Voting for New Reality Series on STAR WORLD, "Rock Star: INXS"

STAR WORLD Viewers in Asia Can Wirelessly Cast their Votes for Next Rock Sensation

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Singapore, 12.07.2005 - Mobile 365, the global leader in mobile messaging and data services, announced that they will distribute SMS votes for the new reality series, ROCK STAR: INXS, premiering today on STAR WORLD. Mobile subscribers in Hong Kong, Singapore, the Philippines, and Indonesia will be able to text in their votes to designated short codes to vote for their favourite rock personality.

"We are thrilled to be working with STAR WORLD on this exciting production. Voting is one of today's most popular interactive mobile services—rousing viewer interest and interaction, generating additional revenues, and helping networks stay ahead in the ratings game," said Matthew Talbot, Managing Director, Asia, Mobile 365. "With Mobile 365's global distribution footprint—including reach to over 500 mobile operators around the world—customers can launch and monetize compelling, interactive campaigns and mobile content on short notice."

ROCK STAR: INXS, dubbed Mark Burnett's boldest and most ambitious production to-date, promises to take the world by storm as it sets out to find the world's next great rock sensation to join the internationally renowned band INXS. Mark Burnett is also the creator of highly celebrated series "Survivor," "The Apprentice," and "The Contender."

Earlier this year, global open auditions were conducted on six continents to select 15 rock hopefuls. The contestants will strive to endure 13 weeks of grueling elimination rounds as they compete to become the world's next rock star. The winner will become the lead singer of INXS (replacing Michael Hutchence), embark on a worldwide concert tour, and collaborate on the group's new album.

For 13 weeks until October 6, and for two days/nights each week, STAR WORLD viewers will be treated to 30 minutes of taped, unscripted drama: a behind-the-scenes look at the pressures of songwriting, studio rehearsals, and musician interaction, as well as a live one hour show featuring contestants' performance of well-known classic rock tunes. Viewers' SMS votes will determine which contestants are short-listed to leave the show. The final decision will be made by INXS band members.

Mobile 365 leads the world in the delivery, billing, and settlement of mobile messaging and data services. Delivering nearly two billion messages per month, Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium content and value-added services.

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.