

Mobile 365 Connects Consumers to Yahoo! Europe

Mobile 365 deploys mobile services for Yahoo! Europe

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London, 07.01.2005 - Mobile 365, the global leader in mobile messaging services, announced that it has signed an agreement to provide exciting new mobile content and services for Yahoo! Europe.

Initially launched in the UK and Germany, Mobile 365 will provide the connectivity for Yahoo! Mobile's growing range of products and services.

In Europe, Yahoo! aims to extend its range of essential services from the desktop to any mobile device. Current services include the mobilization of Yahoo! Mail, Yahoo! Messenger, the ability to compose SMS messages from the desktop, the latest finance and news information, plus a range of ring tones, videos, games, logos, and picture messages - accessible to mobile users throughout Europe. Qpass is providing the software and services for content selection, rights negotiations, content management and distribution to Yahoo! Europe.

"Forming partnerships with global brands such as Yahoo! Europe is incredibly exciting to us, enabling us to leverage our expertise in 2-way messaging solutions," said Mobile 365's Vice President Sales Europe, Bernadette Lyons. "Providing connectivity for these services gives us a presence in both the corporate and consumer space, benefiting mobile users in a variety of ways. This service will be just as valuable to the serious business professional as it will be to teenagers."

"Mobile 365 provides us with direct connections to hundreds of international mobile operators which makes them the ideal partner for a service of this scope," said Lance Johnson, General Manager of Yahoo! Mobile, Europe. "Partnering with Mobile 365 will enable us to deliver content to a much wider audience, and ensures that content owners can maximise value."

Mobile 365 will show the breadth of its portfolio by also providing connectivity for Yahoo!'s payment solution called 'Handy Pay'. Yahoo! Europe subscribers can not only buy credits to use on the portal, but also buy SMS messages and content. Accounts can then be topped up by Premium SMS.

About Yahoo! Europe

Yahoo! Europe provides communications, commerce and media services across its six sites in Europe to meet the needs of local consumers. Yahoo! Europe is comprised of the Yahoo! sites for the UK & Ireland (www.yahoo.co.uk), France (www.yahoo.fr), Germany (www.yahoo.de), Italy (www.yahoo.it), Spain (www.yahoo.es) and Catalan

(www.ct.yahoo.com). The Yahoo! offices are in London, Paris, Munich, Milan and Madrid and Yahoo! Europe is headquartered in central London.

About Mobile 365

Mobile 365, created by the merger of InphoMatch and Mobileway, is the global leader in mobile data services. Mobile 365 reliably delivers messages, premium content, and value-added services for the leading mobile operators, content providers, corporate brands, and media companies worldwide. 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. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2, and Mobile 365 has conducted thousands of mobile campaigns for hundreds of leading brands around the world. For more information, visit <http://www.mobile365.com/>.