

## **Mobile 365 Expands its Global Reach to Include New Zealand Premium SMS**

### ***Mobile 365 Signs Agreement with Vodafone to Connect Mobile Content Providers across New Zealand***

**Sydney, 07.06.2006** - Mobile 365, the global leader in mobile messaging and data services, today announced its expansion into the New Zealand premium SMS market with Vodafone New Zealand. Mobile 365 now has the ability to offer full premium rate connectivity in New Zealand.

Leading mobile entertainment provider iTouch will be the first to utilise the Mobile 365 connection with Vodafone to launch additional services in New Zealand.

With its international network of global marketing brands and mobile content alliances, Mobile 365 gives Vodafone New Zealand mobile subscribers access to an extensive catalogue of mobile services. Vodafone New Zealand is the largest mobile operator in New Zealand, with a customer base of over two million subscribers.

"The addition of Vodafone New Zealand enables mobile content provider with the opportunity to reach 100 percent of the New Zealand market," said Cameron Franks, Mobile 365 Country Manager. "We look forward to building on our customer base in New Zealand."

The agreement with Vodafone offers extensive benefits to mobile subscribers. "Vodafone customers now have access to a full range of content including ringtones, wallpaper, alerts, and other mobile services through Mobile 365's relationship with local and international content providers," continues Franks. "In addition, the Mobile 365 platform ensures that mobile subscribers can access content through responsible, reliable service providers."

iTouch, a global mobile services company, has been operating in New Zealand for the past four years, and features the popular premium SMS content shortcode, "987." Derek Trau, iTouch General Manager, says, "We have had a very successful partnership with Mobile 365, and are excited to extend it to New Zealand. Mobile 365's Application Manager platform supports our wide variety of mobile marketing and premium SMS content offerings, rounding out our product suite to both end-users and clients. We look forward to launching one of our interactive clients shortly using Mobile 365."

Mobile 365 provides a full range of services to brands for mobile marketing and CRM campaigns, premium SMS for content providers, and interactive mobile services from a Web-based interface for agencies. Mobile 365 is at the forefront of mobile communications, and recently launched a sophisticated billing system enabling WAP-based event billing. Topping off a successful 2005, Mobile 365 was also announced as one of FORTUNE magazine's Top 25 private companies in the U.S., was named an

"Always On" Top 100 company for the third consecutive year, and was also chosen as a Deloitte & Touche Fast 500 Rising Star.

## **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).