

MOBILEWAY TO PROVIDE VOTING VIA SMS FOR CNN'S NEW TV POLL

Besides online, regional viewers now have a wireless option to voice their opinions on daily topics broadcast on CNN

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Singapore

Mobileway announced today that they will host and manage a global voting service for CNN's breakfast show NEWS BIZ TODAY's 'Question of the day' TV polling.

Mobileway is the premier provider of industry-leading solutions that help companies build fun, compelling wireless campaigns and a first class service for delivering and monetizing their content across the globe.

Mobileway's involvement includes developing an automated solution for retrieval and management of SMS votes, based on its proprietary voting engine. The mobile voting medium is hosted and managed by Mobileway in its data center in Singapore. Mobileway will consolidate the SMS votes which CNN can retrieve from an online results page in real time.

The SMS voting service enables viewers to vote on the CNN daily question via mobile phone by sending an SMS keyword to a universal number. The SMS service supplements the existing online voting option which CNN viewers are already familiar with. Registered mobile voters will be send the daily question and can vote even when they are not watching the program. Non registered viewers can simply follow the instructions given during the show to vote via SMS. The results of the SMS and online votes will be broadcast during the last hour of NEWS BIZ TODAY. Mobile voters will also get the results through SMS immediately after they submit their votes.

"With the proven and encouraging viewer response as well as the potential to profile audiences for future marketing, broadcasters are now able to offer its advertisers more mileage and value through the marriage of SMS and television," explained Cyrille Even, General Manager and Vice President of Mobileway Asia Pacific.

"Broadcasters have a responsibility to provide content that is relevant and fresh. With the advent of new technologies and increasing mobility of viewers, they have to do this in as many ways practical to make their programs 'sticky' while interacting with this key audience. Thus I believe that broadcasters are always keen to explore evolving technologies and concepts such as this SMS television marketing collaboration, to reach out to their vast audience and better serve them - not to mention staying ahead in the ratings game," added Cyrille.

As part of its global strategy, Mobileway has positioned itself to provide solutions and services for the entertainment market, uniting the latest mobile technologies and applications with popular culture to bring out the best value of mobile data for content providers, wireless operators, broadcasters and corporations alike.

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About Mobileway

Mobileway is the leading global provider of mobile content services. For more than 450 leading brands, Mobileway facilitates the delivery of content to consumers with wireless devices. This is achieved through a combination of advanced project management capabilities and a portfolio of innovative tools to develop creative, fun and revenue generating mobile entertainment and marketing campaigns.

Mobileway has unrivalled worldwide SMS and MMS reach to all (500+) network operators and the largest 'billing-on-behalf' agreements for premium content including more than 120 direct connections essential in the delivery of time-critical interactive campaigns. This global network is supported by carrier-grade data centers in Paris, Silicon Valley and Singapore, 24/7/365 technical support and local commercial teams in the 12 Mobileway offices in Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, New York, Paris, San Francisco, Singapore, Sydney and Taipei. This comprehensive network capability also ideally positions the company to handle interconnect traffic on behalf of wireless network operators for both SMS and MMS services anywhere in the World.

Mobileway is funded by 3i, Citigroup, InvestCorp, Mayfield, Nexit Ventures, Vertex Management, Capital Technologies CDQ Inc, and Intel Capital Corporation, among others. For more information visit www.mobileway.com.

For more information about Mobileway contact:

Jean Loh
Senior Marketing Manager
Mobileway Asia Pacific
Tel: +65 6836 4430
jean.loh@mobileway.com

Derrick Koh/ Amanda de Silva
EASTWEST Public Relations
Tel: +65 6429 0304/+65 6429 0305
derrick@eastwestpr.com/ amanda@eastwestpr.com

