

MOBILEWAY CHINA LAUNCH OPENS WORLD'S LARGEST WIRELESS MARKET TO BRANDS AND ENTERTAINMENT PROVIDERS

Customers Gain Instant Access
to Over 270 Million Mobile Users

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Mobileway, the global leader in mobile messaging, marketing and entertainment, has announced that it has added China to its Asian service footprint. The company's Chinese operations – which include offices in Beijing, licenses, SMS and MMS connections, and a range of carrier contracts and revenue share agreements – will be invaluable to companies seeking a wireless partner with truly global reach. China was estimated to have 270 million wireless customers at the end of 2003 and is expected to add a further 52 million this year.

Mobileway's Chinese operations and robust application platform give the company's customers connectivity to China Mobile and China Unicom, including:

- Single point SMS and MMS connection enabling access to all 31 provinces and over 270 million mobile subscribers
- Dedicated base short codes (2580 / 9580) with long number provisioning capability with both China Mobile and China Unicom
- Per message and subscription billing capability

With this tremendous reach to Chinese wireless subscribers, Mobileway customers can now offer many profitable SMS and MMS services, from mobile entertainment (downloads of ringtones, games and more) to mobile marketing (for consumer brands, movies, music labels etc.) and alerts.

Matthew Talbot, Singapore-based head of Mobileway's Asia full service operations, said: "China is the single largest mobile market in the world, with Chinese subscribers now sending more than 60 billion SMS messages per year. The challenge for global brands and entertainment providers is gaining access to that market. Mobileway now can provide customers with a credible, 'trusted' vehicle that will help them capitalize on the Chinese wireless opportunity."

Added Russ Shaw, Mobileway CEO, "Less than a month ago, Mobileway closed a \$23 million investment round that would allow the company to enter a new phase of organic growth and geographic expansion. The chance to enter the Chinese market was just one opportunity we identified, and we moved quickly to take advantage of it. Thanks to the confidence of our investors, Mobileway will continue to lead the wireless marketplace by offering our customers powerful new services and ever-expanding access to mobile users."

Notes to Editors
About Mobileway

Mobileway is the leading global provider of mobile marketing, entertainment and network 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 campaigns.

Mobileway has unrivalled worldwide SMS and MMS reach to all (600+) network operators and the largest 'billing-on-behalf' agreements for premium content including more than 150 direct connections essential in the delivery of time-critical interactive campaigns. Carrier-grade data centers in Paris, Silicon Valley and Singapore, 24/7/365 technical support and local commercial teams in the 12 Mobileway offices support this global network. 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. For more information visit www.mobileway.com.

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