

Mobile 365 Announces 40% Increase in U.S. MMS Traffic Growth From Q1 to Q2, 2006

MMS Growth Continues, Market Looks Strong for Remainder of Calendar Year

Chantilly, VA, 19.07.2006 - Mobile 365, the global leader in mobile messaging and data services, today announced that their U.S. Multimedia Message Service (MMS) traffic increased 40% from Q1, 2006 to Q2, 2006. Total U.S. MMS Mobile Originated (MO) traffic for the second quarter was 52,071,114 MO messages; total traffic for the first quarter was 34,405,598 MO messages. MMS mobile content includes video, photos, audio, and rich text such as wallpaper, ringtones, games, and applications.

Since launching inter-operator MMS in 2005, Mobile 365 has delivered more than 132,000,000 MMS messages in the U.S. The average month-over-month MMS growth for 2006 is 12%. In terms of MMS traffic, the United States is the global frontrunner, based on quarterly statistics released by operators and as published by Informa Telecoms & Media. When combined with SMS, Mobile 365 delivers more than two billion messages a month in the personal messaging space.

"The success of Mobile 365's inter-operator MMS traffic can be seen as a positive barometer for overall U.S. MMS uptake," said Greg Dunn, Vice President, Americas, Mobile 365. "Despite a slight historical downturn in overall messaging during the summer months, our June MMS traffic grew, indicating organic growth that shows that subscribers are continuing to use MMS messaging as part of their everyday lives."

"Mobile 365 continues to experience tremendous MMS growth," said Gino Picasso, CEO of Mobile 365. "With the high adoption rate of MMS-capable handsets by U.S. consumers, we will continue to see explosive MMS traffic growth and the rise of new MMS-focused applications and services."

Mobile 365 has nearly 300 direct personal messaging connections to operators worldwide, with reach to over 500 mobile operators and more than 120 premium operator SMS links. Mobile 365 has five global data centers located in Sterling, VA; Chicago, IL; Paris; Beijing; and Singapore.

Mobile 365 is attending the CTIA Wireless Show (Booth #714) from 11-14 September, 2006 in Los Angeles. Attending from Mobile 365 will be: Gino Picasso, CEO; Greg Dunn, Vice President of the Americas; William Dudley, Senior Director of Product Management; and Michael Kurtzman, Managing Director, Content Services.

To arrange a press briefing, please contact Sara Parker at sparker@sheahedges.com or 703.287.7820.

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.