

Mobile 365 Connects Largest Israeli Operator to all U.S. Mobile Subscribers

Cellcom Subscribers Can Send SMS Across the U.S., Regardless of Operator

Chantilly, VA, 24.07.2006 - Mobile 365, the global leader in mobile messaging and data services, continues to grow the Personal Messaging business following the signing of an agreement with Cellcom Israel. Delivering more than two billion messages monthly, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, and WAP.

Cellcom, the leading mobile operator in Israel, has more than 2.5 million subscribers, all of whom can now exchange text messages with mobile subscribers from all U.S. operators. Connections to other regions around the world will follow.

"We are very pleased to expand this global SMS service capability to our subscribers," said Adi Cohen, VP Marketing, Cellcom. "Mobile 365 solves the complexities of interoperability by providing a single point of contact for our messaging connectivity."

"Mobile 365 has established an unrivaled global footprint of direct connections with operators via an IP and SS7 network, reaching more than 500 mobile operators around the world," said Greg Dunn, Vice President Americas, Mobile 365. "We are committed to leveraging our relationships and best practices across geographic regions. As our market is built on mobility, we see these strategic efforts as an integral part of growing our international customer base."

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.

About Cellcom

Cellcom, Israel's largest and leading cellular telecommunications company, joined the Israeli telecommunications market in 1994 as the nation's second cellular operator. Its entry into what was a monopolistic market at that time revolutionized Israel's telecommunication industry. In April 2006, Cellcom became the first cellular operator to be granted (through its subsidiary) a local exchange carrier (LEC) license, enabling provision of fixed-line telephone services in addition to the data transmission and communication services that Cellcom had already been providing for several years. Today Cellcom has over 3,500 employees and provides services to over 2.5 million subscribers.