

## **Mobile 365 Powers SMS Service for Skype**

### *Enables Skype Users to Send SMS Messages to Mobile Phones Around the World*

**London, 26.07.2006** - Mobile 365, the global leader in mobile messaging and data services, today announced that it has been chosen to provide SMS services to Skype™.

With the addition of SMS messaging via Mobile 365's global delivery network, Skype users can keep in touch by sending SMS messages to mobile subscribers anywhere in the world. Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium content and value-added services and is the exclusive partner for Skype in China.

"Skype chose to work with Mobile 365 not only because of its unrivalled global SMS reach, but also because of its ability to access difficult, but highly important markets such as China and India," said Michael Jackson, Director, Paid Products, Skype. "As a global partner, Mobile 365 offers both service reliability and availability, using multiple routes to each destination, enabling us to deliver messages with speed, quality, and ultimately, cost effectively."

With this new service, Skype users can send an SMS to a mobile phone directly from their keyboard. The service is quick and simple to use, and features a straightforward pricing plan; users pay using their existing Skype Credit. For example, a Skype user can now contact a friend who is offline, via a mobile message, and arrange a Skype call, thus extending Skype's reach beyond the PC.

When a Skype user sends a message, Skype distributes the message via Mobile 365's global inter-operator network to over 60 countries across the world. Mobile 365 accommodates high traffic volumes via its upgraded platform, which recently benefited from a \$15 million investment, further enabling the network to reliably deliver messages into over 180 countries worldwide.

Gino Picasso, CEO of Mobile 365 comments, "Skype is leading the way in global communications and we are delighted to have been chosen as a strategic partner in their quest to revolutionize the way consumers utilize SMS. Skype needed a global partner that is able to provide connectivity into rapidly growing regions including China and India."

As Mobile 365 is the only international aggregator with a local presence and premium connectivity into China and India (with over 500 million, and growing, mobile subscribers combined) it is well placed to help Skype deploy value-added services to its users, via Premium SMS, thus opening new revenue streams in such lucrative emerging markets. Picasso said, "We expect to build upon our SMS delivery and expand our product offerings with Skype for the global marketplace."

Skype is available to download at [www.skype.com](http://www.skype.com).

## **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).

## **About Skype**

Skype is the world's fastest-growing Internet communication offering, allowing people everywhere to make unlimited voice and video communication for free between the users of Skype software. Skype is available in 27 languages and is used in almost every country around the world. Skype generates revenue through its premium offerings such as making and receiving calls to and from landline and mobile phones, as well as voicemail and call forwarding. Skype also has relationships with a growing network of hardware and software providers. Skype is an eBay company (NASDAQ: EBAY). To learn more visit [skype.com](http://skype.com).

Skype is not a replacement for your ordinary telephone and cannot be used for emergency calling.