

Mobile 365 Connects Over 3 Million Africans to the World via SMS

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London, 18.10.2005 - Mobile 365, the global leader in the delivery and settlement of mobile messaging and data services, continues to grow its Personal Messaging business with the signing of 14 leading African operators in the last six months.

The mobile operators include Telecel Ivory Coast with over 950,000 subscribers; Telecel Niger, Telecel Togo; Telecel in the Central African Republic; Vodacom Lesotho; Ghana Telecom; Celcom Liberia; SNPT Comores; and Areeba Sudan. Through Outremer Telecom, subscribers in French Guyana have been connected with services in Reunion, Martinique, Guadeloupe and Guyana to be launched by the company later this year. A further 130 000 Vodacom subscribers have been connected in Lesotho and over 210 000 through Celtel Uganda.

Subscribers of these mobile operators are now able to send and receive text messages from most corners of the world, thus opening up a strong SMS revenue stream for the African operators and expanding SMS services for their subscribers.

"Africa has the fastest mobile growth rate in the world, and Mobile 365 will continue to increase its strong presence in the region. With 60 current operator customers on the continent, Africa plays an important role in our global reach," said Paul Ruppert, Mobile 365 Vice President, Operator Sales Europe, Middle East, Asia, and Africa (EMEA).

"Mobile 365 provides a single point of contact for African operators for both global and domestic messaging connectivity. We solve the complexities of interoperability enabling operators to raise the value of their international messaging by dramatically expanding their global reach, even beyond the GSM world."

These agreements contribute to Mobile 365's unrivaled global footprint of direct connections with operators via an IP and C7 network reaching more than 500 mobile operators around the world.

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 content and services. With reach to more than 500 mobile operators around the world, Mobile 365's global connectivity and network reliability inspire confidence that your inter-operator messages and interactive services are successfully delivered, and that your revenue is always processed quickly.

Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Mateo (California, USA), São Paulo, 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, Dunkin' Donuts, Vodafone, and more. For more information, visit: www.mobile365.com.