

SOLD! Mobile 365 Delivers "For Sale" Messages for CellSigns

Groundbreaking Text Messaging Application Creates New Information and Communication Options for the Real Estate Market

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Chantilly, VA, 27.10.2005 - Mobile 365, the global leader in mobile messaging and data services, today announced that it has signed an agreement with mobile marketing company QWASI to provide mobile messaging network services for CellSigns, the only interactive text message marketing system designed specifically for real estate.

Prompted by a CellSign, a potential homebuyer uses a mobile phone to text message the property's identification number to shortcode 79274 ("QWASI"). Within seconds, a text message is returned to the buyer's phone with information regarding specifics about the home and agent.

"QWASI's CellSigns is a revolutionary concept for the real estate industry," said Gregory Dunn, vice president, Americas for Mobile 365. "CellSigns further validates the growing adoption and impact of mobile marketing in all aspects of business and life. The advent of this mobile system for agents and buyers will create new efficiencies for both parties, which is critical in today's competitive housing market."

CellSigns empowers buyers to receive property information via text messages, and qualifies leads for agents in real-time. This interactive system enables buyers and agents to rapidly exchange integral information such as property description, asking price, and agent contact information. Buyers are able to respond to the initial text message with requests to schedule a showing, speak to the agent directly, or get a property brochure via email.

"CellSigns creates the opportunity for real-time connectivity between agents and buyers, and Mobile 365 is the clear choice as a service partner who can ensure our customers have an optimal experience with our system," said David Geipel, Co-founder, QWASI.

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.

About CellSigns

CellSigns, by QWASI, Inc., is the industry's only wireless interactive real estate text messaging lead generation system. The property marketing system empowers buyers to receive property information via text messaging and qualifies leads for agents. Developed by real estate agents for agents, CellSigns utilizes the latest technology in SMS text messaging to deliver information to customers on various wireless carriers including Cingular, Sprint, Nextel, T-Mobile, Verizon and others. Powered by QWASI, its patent pending mobile application and marketing platform now makes text messaging interactive. Visit <http://www.cellsigns.com> or <http://www.qwasi.com> for more information.