

Mobile 365 Awarded Wireless Value-added Service License in China

Company Permitted to Offer Extensive Mobile Services throughout China

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China, 08.11.04 - Mobile 365 (the newly-merged Mobileway-InphoMatch) today announced that their Chinese company has been awarded a National Wireless Value-added Service (WVAS) license by the Ministry of Information Industry (MII) in China. Under new regulations, this license authorizes service providers to offer mobile services nationally in China.

"This national license positions Mobile 365 to foster closer ties with mobile operators throughout China on both the P2P and A2P sides, enabling us to deliver mobile applications to all 31 provinces in China and dramatically enhancing the mobile experience for more than 310 million mobile users," said Matthew Talbot, Managing Director, Mobile Services Asia, Mobile 365 Asia. "For companies trying to gain access into the immense Chinese market, Mobile 365 can provide them with a credible and trusted vehicle that will help them capitalize on the Chinese wireless opportunity."

Mobile 365 customers in China can today bill SMS and MMS services, from mobile entertainment (downloads of ringtones, games, and more) to mobile marketing (for consumer brands, movies, music labels, etc.). This will extend to WAP in January 2005.

According to Shanghai-based market research firm iResearch, the wireless value-added service market in the burgeoning Chinese telecommunications market is projected to grow by 65% to 38.54 billion yuan (U.S. \$4.65 billion) this year.

Mobile 365 currently operates in major Chinese cities, including Beijing and Shanghai. Delivering over one billion messages per month globally and featuring more than 150 global operator connections, Mobile 365 leads the wireless marketplace by offering customers powerful new services and ever-augmenting access to mobile users.

About Mobile 365

Mobile 365 is the company created by the merger of InphoMatch and Mobileway. Mobile 365 is the global leader in the delivery, billing, and settlement of mobile messaging services. The company's combined footprint enables it to reach more mobile users with more types of mobile data. Mobile 365 reliably delivers messages, premium content, and value-added services for the leading mobile operators, content providers, corporate brands, and media companies worldwide. Mobile 365 provides messaging you can count on.

Headquartered in Chantilly, Virginia, USA, Mobile 365 has global offices in Beijing, Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, Paris, San Mateo (California USA), São Paulo, Singapore, Sydney, and Taipei. The company has more

than 200 employees worldwide. Mobile 365 has conducted thousands of campaigns on behalf of hundreds of leading brands. Major operator customers include Verizon Wireless, Vodafone, AT&T Wireless, T-Mobile, Telcel, Telefonica, and O2. The two companies blend a host of impressive venture capital partners with extensive experience in the mobile space that remain committed to the success of the company. Investors include 3i, Draper Atlantic, Draper Fisher Jurvetson, Institutional Venture Partners (IVP), and Mayfield, with additional strategic investments from Citigroup, Intel, and Visa International. For more information, visit <http://www.mobile365.com/>