

Mobileway-InphoMatch Relaunch as Mobile 365

Mobile 365 Takes Helm of Mobile Industry with Global Reach, Superior Infrastructure, Extensive Messaging Experience, Outstanding Quality of Service, and Financial Strength

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Chantilly, VA, 20.09.04 - Mobileway-InphoMatch today announced that it completed an extensive rebranding effort and has re-launched the united company as Mobile 365. The two companies merged in August, becoming the global leader in the delivery, billing, and settlement of mobile messaging services.

"We're the first mover in a new market—the globalizing mobile messaging space," said Neville Street, president and CEO of Mobile 365. "Mobile 365 leverages the best assets of both InphoMatch and Mobileway to provide the worldwide delivery, billing, and settlement capabilities necessary for our customers to succeed in the mobile messaging market. Our new name reflects both the company's leadership in this emerging mobile space, and our industry-leading quality of service—24 hours a day, seven days a week, 365 days a year."

Mobile 365 reliably delivers messages, premium content, and value-added services for mobile operators, content providers, corporate brands, and media companies worldwide. The company offers significant benefits to its customer base including:

- **Global reach:** Mobile 365 has unrivaled coverage spanning the more than 500 mobile operators around the world.
- **Superior infrastructure:** Mobile 365 delivers more than one billion messages per month, and its high-availability network facilitates the seamless global transmission of all types of messaging, content, and applications.
- **Messaging experience:** Hundreds of the world's leading brands have used Mobile 365 to conduct thousands of mobile marketing campaigns. The company has the skills and experience to deliver effective, timely, and fully-integrated global and localized mobile campaigns.
- **Quality of service:** Mobile 365's fully-scalable, carrier-grade network operates with 99.999% reliability, instilling confidence in mobile operators, content providers, corporate brands, and media companies that their messages and campaigns will be delivered successfully.
- **Financial strength:** Mobile 365 is well financed with a strong balance sheet and excellent financial results. The company also has more than \$40 million in cash reserves for strategic acquisitions and to re-invest into its network and operations.

As Average Revenue Per Unit (ARPU) plateaus, Mobile 365 enables mobile operators to develop innovative new revenue sources for the rapidly-expanding mobile messaging space. Mobile 365 provides a carrier-grade delivery network that reliably delivers inter-carrier Short Messaging Service (SMS), Multimedia Messaging Service (MMS), and

Instant Messaging (IM). The company also handles content and campaign management, including state-of-the-art management tools and reporting functions.

Mobile 365 makes it possible for corporate brands, agencies, portals, and media companies to mobilize messages to consumers and expand the effectiveness of the marketing mix. For content management, Mobile 365 helps deliver a wide range of compelling multimedia services—including SMS, MMS, video, and Wireless Application Protocol (WAP)—making it simple to distribute mobile marketing and entertainment campaigns around the world. By providing innovative tools, global transport, advanced billing, and robust reporting within one portfolio, Mobile 365 helps create revenue-generating mobile entertainment and marketing campaigns on a local or global scale. Campaigns can include live event contests, alerts, voting, interactive and subscription services, and more.

For content providers, Mobile 365 simplifies the process of developing compelling content, and ensures that content meets the formats necessary for operators to deliver to their subscribers. Mobile 365's content creation tools enable content developers to quickly and easily create and distribute exciting content such as MMS audio, photo sharing, interactive games, ringtones, wallpapers, and much more. In addition, Mobile 365 enables content providers to produce content, interactive campaigns, and applications for the mobile market through one large, multi-carrier distribution channel.

With hundreds of operator connections, the Mobile 365 gateway provides a broad-reaching delivery mechanism that pushes content to millions of end-users around the world. The gateway enables content and application providers to deliver text, content, and application services over SMS, MMS, and WAP. The gateway provides a carrier-grade, high-volume delivery infrastructure that is fault-tolerant, highly available, and scalable, and provides seamless connectivity via support for HTTP, SMTP, XML, SMPP, and UCP over the Internet or private networks.

About Mobile 365

Mobile 365 is the new 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, than any other vendor. 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. For more information, visit <http://www.mobile365.com>