

Technology entrepreneur unlocks multi-billion dollar potential in mobile advertising market

-Key2Cell ad technology platform pre-empts mass adoption; opens up new channel to advertisers-

12th June, 2007 – London, UK – Key2Cell, a provider of solutions for delivering individually formatted advertising to mobile phones, today announced the European launch of its fully integrated end-to-end platform for delivering rich content advertising to mobile devices. Key2Cell's platform represents an early opportunity for advertisers and media buyers to use the mobile channel to execute creative ad campaigns and to reach their target audience with individualised communications.

Advertisers looking at mobile as a new revenue channel are having to wait until ads are widely supported on handsets by the full rollout of 3G networks. Designed to provide advertisers with an early point of entry into a market offering revenue potential reaching into billions of dollars, Key2Cell's technology offers a one-stop solution which advertisers can use today to deliver ad messages to reach individuals through the most personal communications channel that exists.

Key2Cell's advantage hinges on its pioneering patent-pending Dynamic Cell Phone Profiling (DCP) technology which determines the best possible format in which to deliver messages to a mobile device in the most effective way. As well as opening up mobile advertising as a communications medium, DCP is able to support the mobile advertising experience with a high accuracy rate of between 70-98%.

"Over four billion people own a mobile phone. This illustrates the massive potential in mobile advertising but today's reality is that this industry is worth but a fraction of its latent potential," said Bruno Saint-Cast, Key2Cell's CEO. "By taking away the technology barriers to mobile advertising early, Key2Cell is providing access to a previously unaddressable market and the best opportunity yet to grow a new revenue stream for any advertising business."

Key2Cell's products incorporate its DCP to overcome the confusion of multiple XMS and video standards on different handsets and the technology barriers that these create for advertisers. As part of Key2Cell's integrated platforms, Key2Cell's products allow these advertisers and media buyers to initiate and execute the core

elements of a mobile advertising campaign including, message design, multi-formatting, cell phone identification, distribution and campaign management.

"Mass audience messaging is being replaced by a wave of 'narrowcast' media and advertising designed to be directed at individuals rather than groups. As yet the mobile phone has not been part of this revolution, although it is said to be the individual medium 'par excellence,'" continued Saint-Cast. "Now for the first time, our technology solutions enable companies to deliver creative ad value to the end-user on mobile and a means for brands to leapfrog the current technology gap to deliver measurable advertising efficiently on today's handsets."

Key2Cell is a Software as a Service (SaaS), allowing users access to the software via the internet. The platform is also open-standards based and backwards compatible with existing campaign material including videos, animations and target databases. With Key2cell, all the services necessary to build and manage a campaign are free of charge. Anyone can register and access the service for training and support and the only paid for service element is the actual distribution of messages to customers.

Key2Cell also supports an ethical approach to mobile advertising through the four rules that it enforces:

1. Strong "opt-in" regulation. Advertisers are required to show that numbers have been collected through a valid opt-in process.
2. Opt-out enforcement. Key2Cell keeps track of all opt-outs in order to guarantee the user that he will not receive spam messages.
3. No inappropriate content. Key2Cell will safeguard the mobile phone as an area of privacy which should not be invaded by offensive or unacceptable content.
4. Value added content. The most innovative part of Key2Cell's ethic; end-users are keen to receive ad messages via mobile because of the content quality and added creative value that Key2Cell will ensure.

About Key2Cell

Key2Cell is a provider of solutions for the delivery of individualised advertising to mobile phones. Key2Cell has developed Dynamic Cell Phone Profiling (DCP) technology to determine the best possible format in which to deliver marketing messages in the most effective way to any mobile device. Key2Cell's Web2Cell and

Ad2Cell solutions represent a fully integrated end-to-end delivery platform for delivering web and advertising to mobile devices. In this way, Key2Cell enables marketers to deliver highly individualised marketing content to potential customers, unlocking the multi-billion dollar market of individual communication to mobile phones. Key2Cell is privately owned and financed by the company's founders and a business angel, Alain Dumas, founder of Sunopsis SA, which was acquired by Oracle in October 2006.

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