



PRESS RELEASE

Abphone, the pioneer of entertainment mobile search engines, launches the first game search service.

Marquee mobile game world leader Gameloft's catalogue is first reference.

Paris, 4 June 2008 - [abphone](http://abphone.com), the leading mobile multimedia search engine for entertainment, announced today the world first launch of mobile game search and first partnership with mobile game leader Gameloft.

Abphone, which already provides searchable access to images and videos, now extends its service to mobile games. The 200 premium games of mobile world leader's catalogue Gameloft are all accessible from abphone's search engine.

Abphone's mobile search entertainment engine offers a "find and download" function to users for any kind of games, whether they are ad-funded, free or premium,

Adding to a user-friendly experience, abphone also offers users sharing and ranking functionalities.

Abphone has won favour with users for its ease-of-use, result relevance and fast performance. The speed and relevance of results abphone returns gives a high level of loyalty with an average of 15 sessions per active user per month. With over a hundred million pages seen every month, abphone is the leading search engine for mobile content discovery.

With its new game search feature, abphone offers targeted audiences to advertisers and opens the door to an alternative model of sponsorship.

Pierre Scokaert, CEO of abphone declared: "Our innovation in game search is to provide a vertical search function that helps users find games using keywords, rather than browsing through the categories of multiple game vendors.

In the coming months, we will index the catalogues of all major mobile game publishers, and we will provide APIs to allow them to reference their contents on abphone. Our ambition is to become the largest game index available on mobile phones, while we continue extending our leadership on image and video search."

Eve Arakelian, B to C Director, Global, of Gameloft, declared: "abphone represents a new trend in the mobile business, where gamers will more and more access games off portals. We are more than happy to inaugurate this new distribution channel with abphone."

PRESS RELEASE

abphone key milestones

November 2005: Creation of abphone by Pierre Scokaert, Jean-Philippe Coumes, two ex-France Telecom R&D engineers and Hervé Hoff, former Managing Director of Alinto and of a subsidiary of EADS.

March 2005: Launch of the photo search.

June 2006: First tests on advertising banners

February 2007: Launch of the video search in France

April 2007: Launch of the video search in the UK.

June 2007: Trial on the Vodafone Live portal (very good use and returns Positive users)

September 2007: First referencing on mobile kiosks (Gallery in France, Piazza In Belgium)

September 2007: First affiliation tests in France and Singapore.

October 2007: abphone appears on the WAP and i-mode portals and WAP of Bouygues Telecom.

March 2008: abphone reaches half billion searches.

June 2008: abphone pioneers mobile game search

About Gameloft

Xxx xxx

About abphone:

Abphone is the first mobile multimedia search service (photos, videos, music, games and news). Launched in 2005, abphone allows worldwide access to entertainment content from m.abphone.com mobile website or from the website www.abphone.com.

Press contact: Yann Mondon, Retina PR: 0 630 512 294 or yann@retinapr.com