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## ABPHONE ANNOUNCES THREE NEW GAME PUBLISHERS' CATALOGS FOR ITS SEARCH ENGINE.



Paris, France, 11 February 2009 - abphone, the search engine for multimedia entertainment content, today announced the signing of three new deals with leading mobile game publishers. [Glu](#) (NASDAQ: GLUU), a historic mobile game publisher, [Hovr](#), publisher of free games, and [Twistbox Entertainment](#), publisher of many licensed games, signed a contract allowing abphone to index their entire games line up for mobile search purpose. In 2008, abphone launched **the first search service for mobile games**, indexing the prestigious catalog of Gameloft, a global leader in mobile gaming.

By adding these three new publishers, abphone offers users the best-in-class free search tool for mobile gaming in the world.

" Our free business model allows any publisher in entertainment content to index their products for nothing, since abphone is ad-sponsored. This is why we are successful with content publishers on the one hand, and with users on the other hand. Soon, we will announce two new big mobile Game brands, which will definitely make abphone the world leader in mobile games search. " said Pierre Scolaert, co-founder of abphone.

With **over one hundred fifty million page views per month**, abphone is the leader for mobile content search. Abphone has become one of the most popular mobile service in the world, exceeding the **half-billion searches** in 2008.

Abphone keeps on expanding its global reach, thanks to its vertical search service that helps users

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find and access to multimedia content: images, wallpapers, videos and games. In 2008, the **audience increased by 30%** in major countries such as the USA, the UK, France and India. At the same time, the company's advertising revenues grew by 40%.

In 2009, abphone plans to launch new vertical search services, which will be presented on the French Pavilion, at the Mobile World Congress in Barcelona from 16 to 19 February.

**- ENDS -**

**About abphone:**

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

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