

## **ABPHONE INKS DEAL WITH LEADING MOBILE AD NETWORKS, AD INFUSE AND 4<sup>TH</sup> SCREEN**

**Paris, Tuesday 13 May 2008** – abphone, the leading mobile multimedia search engine for entertainment content, announced today a deal for the UK market with 4<sup>th</sup>screen and Ad Infuse, two major mobile advertising networks.

Abphone, which recently announced the threshold of a half billion searches, wants to strengthen its position in two of their third worldwide strategic markets, the United States and the United Kingdom.

With over a hundred million pages seen every month, abphone is today the leading search engine for mobile content discovery.

4<sup>th</sup>screen has been playing a leading key role in maturing the British mobile advertising space in the UK, one of the most dynamic mobile markets worldwide.

Ad Infuse, which recently announced the launch of ad serving for the i-phone™, pioneered the US market and is one of the most acclaimed mobile advertising companies worldwide.

This deal with Ad Infuse and 4<sup>th</sup>screen will help abphone increase their awareness with advertisers and will leverage their notoriety among mobile users. With 4<sup>th</sup>screen, a first campaign already took place in March '08, destined at the O2 users.

The optimized abphone search engine for mobile phones offers ad-funded video, images and will soon offer games and music to their users.

In addition to the deployment of national strategic partnerships with advertising networks, the abphone's strategy is based on the development of their user base, the increase in traffic and the partnerships with mobile websites and mobile operators.

*“Partnering with 4thscreen and Ad Infuse is choosing two of the leading companies in the advertising market, with close relationships with brands and mobile operators. Both Ad Infuse and 4thscreen have best-of-breed enabling technologies to deliver the most targeted advertisement to all our different audiences. We will announce further deals with mobile advertising networks in the coming weeks.”* said Pierre Scokaert, CEO of abphone.

### **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](http://www.abphone.com).

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