



PRESS RELEASE

ABPHONE PROVIDES MOBILE INDUSTRY WITH FIRST VERTICAL WHITE-LABELLED MOBILE CONTENT SEARCH, THE ABPHONEBOX™.

Paris, France, Tuesday 16 September – Abphone, the leading mobile entertainment content search innovator, announced today the launch of the abphonebox™, a white-labelled solution for the mobile industry, mobile portals, brands, social networks and communities.

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 page views every month**, abphone is the leading search engine for mobile content discovery.

Abphone has been building its off-portal growing success by offering vertical mobile search features – images, videos and games, so far – in the UK, the US, France, India, South Africa and Romania. As an example, **abphone is the top five most popular mobile sites in South Africa!**

Abphone's new white-labelled mobile search engine is a real traffic booster opportunity, which offers the best-in-class technology to maximize and monetise mobile sites' traffic. Abphone's customers will benefit from banner and text links tools, which provide the most relevant advertising optimization to day. Easy to integrate, customizable for any mobile Internet portal, already available in seven different languages, the abphonebox™ white-labelled mobile content search has been tested in its beta version with two social networks and has proven to **increase their traffic by 30% in 2 months.**

Pierre Scokaert, CEO of abphone declared: « By offering a fast, easy and relevant search experience, our mobile content search engine generates traffic and advertising revenues beyond expectations. The abphonebox delivers the best-in-market mobile search, as well as the easiest integration with mobile services.»

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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.

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