

PRESS RELEASE

ABPHONE SIGNS ADVERTISING DEAL WITH ZESTADZ, THE LEADING INDIAN MOBILE ADVERTISING COMPANY.

Paris, FRANCE; Chennai, INDIA – Wednesday 16 July 2008 – Abphone, the leading mobile multimedia search engine for entertainment content, announced today a new agreement with ZestADZ, the largest mobile ad network in India. This deal with Zestadz will help abphone increase their awareness with advertisers and brands, and will leverage their notoriety among Indian mobile users in the second largest mobile market in the world.

With almost 9 million new subscribers every month, India is the fastest growing mobile market and so far represents the fifth major market for abphone after South Africa, the USA, the UK and France. India had nearly 278 million mobile subscribers after adding 8.6 million mobile subscribers last May, according to the Telecom Regulatory Authority of India!

A recent survey from Gartner revealed that India's mobile subscriber base is also set to exceed 737 million connections by 2012, growing around 21 percent annually. The analyst also predicts that mobile services revenue in India is projected to grow around 18 percent a year, hitting US\$37 billion by 2012.

Abphone has decided to strategically invest in India to become the most popular search destination for entertainment and multimedia in India, and intends to sign deals with Indian carriers

Headquartered in Chennai, Mobile-Worx brings to abphone, ZestADZ a leading mobile advertising network and a national sales force of mobile marketing specialists. ZestADZ is a mobile ad marketplace that enables the delivery of highly targeted, location sensitive, contextually relevant mobile advertisements. ZestADZ aims to revolutionize the mobile content and the mobile Internet space by enabling publishers to launch ad-funded mobile sites, applications and services, empowering the consumer with better services and content. Mobile Worx is headquartered in the US and is a provider of innovative marketing mobile solutions.

Abphone, which already announced contracts with Ad Infuse and 4th Screen, also launched the first mobile games search engine and recently passed the threshold of a half billion searches. With over a hundred million pages seen every month, abphone is today the leading search engine for mobile content discovery.

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In addition to the deployment of national strategic partnerships with advertising networks, 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.

Terry Uppal, CEO and President of ZestADZ declared: *"We are delighted to welcome abphone to our blue chip list of clients. There is a great demand in India for high quality mobile services but these are often very expensive and outside the reach of most consumers.. Therefore the abphone ad-funded model is ideal for consumers, carriers and advertisers."*

"When we saw our traffic increase in India, we decided to invest heavily in this market, where almost 9 million people become new mobile phones users month on month. This figure represents one new carrier every single month! Our partnership with the talented ZestADZ team will leverage even more local market reach and traffic for the abphone mobile search engine. It will help us address with accuracy the local brands and carriers." 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.

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About ZestADZ:

ZestADZ: India's leading mobile ad network. ZestADZ is a multi-format (WAP, SMS and mobile-video) advertising platform. The ZestADZ engine inserts highly targeted and relevant ads and delivers compelling value to users, publishers, carriers and advertisers. ZestADZ embodies the core tenets of Seth Godin's permission based marketing.

About mobile-worx:

Mobile-worx is a leading firm providing mobile marketing solutions. Our award winning and patent-pending product ZestADZ provides compelling value to users, publishers, carriers and advertisers. Mobile-worx has offices in Chennai, Mumbai (Bombay), Los Angeles and Kuala Lumpur.

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