

FOR IMMEDIATE RELEASE

MOBILE 365 NAMED TO FORTUNE's 25 BREAKOUT COMPANIES LIST

Mobile 365 Recognized for Pioneering the Mobile Messaging Market with Groundbreaking Technology and Proven Global Leadership

Chantilly, Virginia, USA, May 3, 2005 – Mobile 365, the global leader in mobile messaging and data services, announced that it has been named by *FORTUNE* magazine as one of "25 Breakout Companies for 2005." These companies are recognized for their revolutionary advancements in the marketplace, as well as dynamic business performance.

"What is a breakout company? These upstarts are changing the game; they're truly innovative companies from a frothy sea of poseurs," say Julie Schlosser and Matt Boyle of *FORTUNE*, co-writers of the *FORTUNE* list introduction.

Since the merger of InphoMatch and Mobileway in August 2004, the emergent company, Mobile 365, has experienced tremendous ongoing success. Merging these two leading mobile messaging companies greatly impacted the telecommunications industry by raising the bar in the advancement of technology, and by offering a holistic solution for global content and message distribution, billing, settlement, and reporting—all in one portfolio.

More than ever before, mobile operators can transmit a broad variety of messaging, content, and applications with assurance of expansive, worldwide coverage. Global consumers experience a broad spread of content choices with Mobile 365's seamless transmission and delivery. With expertise based on an operator-grade network interconnecting more than 500 global operators, Mobile 365 is the only company capable of delivering text messaging and rich-media content to virtually every mobile phone in the world. Mobile 365 delivers more than 1 billion mobile messages each month, and handles more than 80% of inter-operator text messages in the U.S. alone.

"Mobile 365 fervently embraces the rise in mobile messaging adoption, and remains at the forefront of this market by providing the leading interoperability network for text and multimedia messaging," said Neville Street, President and CEO of Mobile 365. "We are tremendously proud of the accomplishments we have achieved over the last nine months since the merger. As a company

connecting more than 500 mobile operators across seven continents, we look forward to helping set the stage for the future of global mobile communications.”

Mobile 365 has remained profitable since the merger, while continuing to expand its global footprint by adding blue chip clients to its portfolio. In addition, Mobile 365 recently announced that it has launched MMS interoperability services for several leading mobile operators in the U.S.

About Fortune

FORTUNE, part of Time Inc., is the global leader in business, known for its unrivalled access to industry leaders and decision-makers throughout the world. Founded in 1930, FORTUNE has grown to a worldwide circulation of over one million and a readership in excess of five million.

About Mobile 365

Mobile 365 leads the world in the delivery, billing, and settlement of mobile messaging services. Delivering over one billion messages per month, Mobile 365 is at the forefront of mobile interoperability messaging, and the distribution of premium content and value-added services. Headquartered in Chantilly, Virginia, USA, Mobile 365 has offices in 20 cities around the world, including Beijing, Hamburg, Hong Kong, Kuala Lumpur, London, Madrid, Milan, Paris, San Mateo (California, USA), São Paulo, Shanghai, Singapore, Sydney, and Taipei. Mobile 365 works with major global operators, including Cingular, O2, Telcel, Telefonica, T-Mobile, Verizon Wireless, and Vodafone, and with leading brands, content providers, and media companies worldwide. For more information, visit www.mobile365.com.

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