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# **SinglePoint Partners With Mobile Interactive Group to Offer World Class Mobile Applications to the U.S. Market**

## **Partnership Will Enable SinglePoint to Expand the Company's Portfolio of Mobile Marketing Services and Mass Participation Mobile Applications Including iTV**

BELLEVUE, Wash.--(BUSINESS WIRE)--

Leading provider of mobile messaging services, SinglePoint announced today that the company has formed a partnership with Mobile Interactive Group (MIG), the UK's leading multimedia mobile interactive services provider, to offer an enhanced suite of mobile marketing applications, and platforms, for content providers looking to reach more than 230 million wireless subscribers in the United States through interactive television mobile campaigns.

The partnership enables SinglePoint to utilize a number of MIG's mobile technology platforms in the U.S., including an award winning high speed premium SMS voting platform called "VoteWinner(TM)," which processes 2,000 messages per second. "VoteWinner(TM)" received the 'The Best SMS and/or MMS Network Infrastructure' honor at the Global Messaging Awards in May 2006. SinglePoint will also utilize MIG's "InstantWinner(TM)" application, which is an iTV platform specifically designed to increase participation by delivering highly targeted messages to campaign players. Additionally, SinglePoint will integrate MIG's Mobile Interactive Delivery Application Solution ("MIDAS") into its iTV suite of applications. "MIDAS" is used by some of the UK's leading broadcasters and production companies, including FremantleMedia, Endemol, Celador and broadcast network ITV, to process mass participation competitions, quizzes and alerts services.

MIG chose SinglePoint as the most logical and practical partner for extending its services and client offerings into the United States. SinglePoint's high capacity system continues to power some of the largest iTV campaigns in the industry, and the MIG suite of applications is further enhanced by the SinglePoint platform because of its reliability, scalability and direct connectivity to 230 million wireless customers. SinglePoint's proprietary messaging technology is certified at the two largest carriers in the U.S. for high capacity iTV traffic, and can process upwards of 5,000 messages per second. The strong pairing of MIG and SinglePoint provides a complementary offering that will further broaden the appeal of interactive television programming for studios and producers looking to expand into this lucrative market.

"SinglePoint is among the top mobile message connectivity solutions providers in the U.S. and a perfect partner for our clients who are looking to expand their mobile marketing campaigns into the U.S. This partnership will enable SinglePoint and MIG to offer world class mass participation mobile technology and messaging services to one of the fastest growing mobile interactive markets in the world," commented Barry Houlihan, MD and Founder, Mobile Interactive Group.

"Mobile Interactive Group is the leading multimedia mobile interactive services technology provider in the UK and has provided leading edge mobile marketing solutions to some of the UK's pioneering entertainment, media and consumer products companies," said Doug Busk, VP of Industry Relations at SinglePoint. "MIG's applications and mobile marketing platforms, combined with SinglePoint's content delivery access to hundreds of millions of wireless subscribers across all the major U.S. carriers, is an extremely powerful proposition for companies looking to launch new mobile marketing campaigns."

The partnership will also include support for custom mobile marketing solutions development. To this end, MIG will provide a suite of tools to create, enhance, and administer mobile interactive campaigns for television, advertising, marketing and mobile brand extension. SinglePoint and MIG will supply these platforms in one, streamlined architecture for simplicity of use, cost efficiency, quick turnaround to market, online reporting, campaign building and message processing and delivery.

#### About SinglePoint(TM)

SinglePoint is a simple, powerful way for content owners to create, connect and confirm the delivery of wireless messages to mobile consumers. It combines a proven reliable message delivery service with the leading producer and distributor of branded, made-for-mobile entertainment, interactive TV formats and mobile marketing concepts. Today, SinglePoint is engaged with an audience of more than 230 million mobile users throughout North America working in partnership with mobile network and portal operators, media companies, brand managers and agencies. For more information, please visit [singlepoint.com](http://singlepoint.com).

#### About Mobile Interactive Group

Mobile Interactive Group (MIG) is a multimedia mobile interactive service provider and the market leader in the UK. Using its own purpose built technology and the experience of a team of mobile experts, MIG focuses on five core areas:

- Mobile Billing -- Multi-operator billing and payment services across SMS, premium-SMS, MMS, WAP billing, Video short codes and Voice short codes
- Mobile Applications -- High-capacity and high-performance technology purpose built for the interactive mobile services market
- Mass Participation Events -- Ranging from Live8 ticketing to mass TV-votes to event services such as The X Factor and O2 Wireless

- Interactive Marketing Services -- CRM services, interactive services to TV advertisers and agency services to on-mobile advertisers
- Mobile Video Production -- A complete turnkey solution for mobile video including concept, filming, pre- and post-production, distribution and delivery

Across these five core areas, MIG works closely with broadcasters, brands, agencies, media, handset manufacturers and mobile operator partners within the UK, Ireland, Europe and Asia. [www.migcan.com](http://www.migcan.com)

Source: SinglePoint