

Expway works with ScreenTonic to deliver End-to-end Advertisement Management and distribution solutions for Mobile TV

Paris (France), January 7th 2007 — EXPWAY, a leading provider of advanced Mobile TV solutions, today announced that it has engaged in a relationship with ScreenTonic, the European pioneer in mobile advertising, to develop end-to-end advertisement management solutions in mobile TV for operators and broadcasters.

With the arrival of the mobile TV, the mobile screen is becoming a real mass media. Mobile TV services demultiply the end user's exposure to advertising screens. Telecom Operators as well as content owners, media agencies have identified the tremendous business opportunities that could be generated by well-targeted advertising campaign on mobile phones. This phenomenon is an echo of what is happening on the mobile internet where acceptance of mobile advertising is on a rise.

As a consequence, advertising specialists & Telecom operators are facing new challenges as they need new solutions that could help them to efficiently roll out digital campaigns for cellphone-based advertising campaigns.

EXPWAY's FastESG™ solution allows end-users to explore, find, select, access and watch their favourite content on Mobile and Broadband networks. With this relationship, EXPWAY strengthens its position of the leading solution provider for advanced Mobile TV services and satisfies the growing demand of the market for new advertising consumption.

ScreenTonic's STAMP™ is the first advertising platform specially designed for managing and delivering ads on mobile phones. STAMP™ provides the assurance of an easily deployable and comprehensive solution which provides enhanced reliability and high levels of scalability.

The Two companies have built a complete advertising management service Offer for mobile TV based on their respective products. This solution allows a unique management of advertising space in the mobile TV services. By simultaneously combining a precise description of TV contents and an efficient advertising space selling management, the solution provides interactive advertisements, that are targeted to match individual viewers interests and that are contextualized according to what's on mobile TV .

Antoine Weil, CEO of Expway, commented: "The advertising over mobile TV is expected to be extremely lucrative, worth almost \$4.4bn by 2011 according to Informa market research. Electronic Service Guides (ESG) screens that help end users to effectively access Mobile TV services constitute an additional advertising space. That's why our close collaboration with ScreenTonic was so obvious. Moreover, Expway technical solutions effectively enable targeted and contextual advertisements to end users. This will allow operators to better monetize their advertising space."

Didier Kuhn, CEO of ScreenTonic, added: "We are proud to join EXPWAY on this exciting new mobile advertising channel brought by the launch of TV on mobile. The opportunity for brands to deliver video ads to end users will grow rapidly."

About EXPWAY

EXPWAY is headquartered in Paris (France) and was created in 2000. The company is recognized as the leading provider of content-rich Electronic Service Guide (ESG) solutions delivered over cellular, broadband and broadcast networks.

EXPWAY's solutions allow Operators and Broadcasters to provide compelling mobile TV and IPTV services to their customers, generating ARPU growth. EXPWAY derives its technical leadership from its ongoing work on standardization and a strong focus on innovation.

EXPWAY solutions have been deployed by leading Broadcasters and Operators in Italy (TIM, H3G, Vodafone), Japan (NTT) and the Philippines (PMSI) and by major manufacturers that currently provide services to more than one million users.

For more information please visit: www.expway.com

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