



Mobixell partners with Mauj Mobile to deliver mobile advertising and marketing services to the Indian Market

Mobile Asia Congress 2009, Hong Kong, November 18, 2009 – Mobixell, a leading provider of innovative mobile advertising and multimedia solutions today announced its partnership with Mauj Mobile, a leading Indian content and mobile marketing services provider, to deliver a full cycle service in mobile advertising. The partnership between the two companies will provide a complete commercial and technological package for managing operators' advertising inventories for global and local brands in the region. This will consist of creative work, campaign planning and execution, media management, inventory management, ad serving and ad delivery via various digital and mobile channels.

Mauj Mobile will be using Mobixell's Ad-It™ advertising solution which enables the insertion of adverts over multiple channels including WAP, SMS, Ring-back-tone, missed-calls-alerts, in-game and ad-funded content whilst ensuring an optimal user experience and comprehensive metrics for brand owners. The Ad-It solution serves real-time adverts based on highly targeted contextual, behaviour, demographic or location-based criteria, ensuring optimal relevance for the consumer, whilst ensuring policy and privacy protection.

Mobixell and Mauj Mobile will work together on a number of immediate opportunities, to deliver interactive above the line, below the line and through the line integrated campaigns.

Commenting on the partnership, Mr. Manoj Dawane, CEO - Mauj Mobile said: "We are pleased to be joining forces with Mobixell to enable us to fulfill our strategic aims of enhancing our mobile advertising capabilities. The mobile advertising opportunities are huge in the Indian market which now has 420 million mobile subscribers. We are looking to capitalize on this with a cutting edge solution that will ensure we can manage the advertising inventory of operators as effectively as possible. This partnership combines our expertise in mobile advertising in the region with Mobixell's advanced technology solution which makes for a powerful proposition for operators and brands."

Eran Hertzmann, AVP Mobile Advertising of Mobixell comments: “We are delighted to be working with Mauj Mobile to be delivering a solution that will enable creating additional revenues streams. Mobile advertising is an area in which operators and brands work together to achieve effective advertising and higher ROI, which is precisely what this partnership will deliver. The Mauj partnership is joining a wide network of global and regional Mobixell partners from various areas of the mobile advertising eco system: brands, agencies, media buying, technology integrators and others.”

About Mauj Mobile:

Mauj Mobile is a part of the People Group that owns large digital properties like Shaadi.com & Makaan.com. As India’s leading mobile VAS enabler, Mauj provides technology, content aggregation and destination management services to Indian Telco’s and Media companies. It is also widely regarded as the pioneer of Mobile Marketing in India, having executed over 150 integrated campaigns for leading Advertising Agencies and their Brands like Cadbury, Colgate, Nokia, Lee, JnJ etc. as well as for partnering BSNL, IDEA and Airtel for mobile inventory management & sales.

For more information, visit the company’s website at www.peopleinfocom.com

About Mobixell:

Mobixell Networks provides innovative multimedia and advertising solutions to mobile operators and content providers. Mobixell's solutions focus on enhancing the user experience to increase adoption, encourage customer loyalty, and build on the operators’ assets to introduce new revenue streams. Mobixell provides tailored solutions for multimedia processing and adaptation, and multi channel mobile advertising to over 300 mobile operators and content players worldwide, including top-tier carriers in five continents. Founded in 2000, Mobixell is a US based company with additional offices in the UK, Germany, China, and Israel.

For more information, visit the company’s website at www.mobixell.com