



www.hellomagazine.com

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Calle Miguel Ángel 1-1º, 28010 Madrid, Spain  
Tel: (00 34) 91 702 1338 Fax: (00 34) 91 310 1325 E-mail: [contact@hellomagazine.com](mailto:contact@hellomagazine.com)

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For immediate release

## **hellomagazine.com launches MMS mobile service**

hellomagazine.com, the celebrity news site, is launching two new mobile services – daily MMS and SMS celebrity news.

Subscribers to the MMS service will receive one per day, Monday to Friday, containing a latest news story from hellomagazine.com including image. SMS subscribers will receive a latest headline to their phones.

To subscribe to the MMS service, users can text HELLO1 to 62233 and for the SMS, HELLO2 to 62233.

You can also sign-up for the mobile services by visiting this page:

<http://www.hellomagazine.com/mobileservices/>

Verity J. Smart, Editor, said: “This is very exciting for us. A launch of a mobile service has been long overdue, and I feel that it will be an important addition to our digital canon. A natural extension of a web presence is a mobile offering. The hellomagazine.com mobile offer will please all those who can’t bear to be without the latest celebrity news whilst on the go.”

The hellomagazine.com mobile service has been developed in collaboration with [Incentivated](#).

**Hellomagazine.com** is currently attracting over 1.5 million unique users per month, according to the January 2008 ABC Electronic audit, and ranks in the top ten of magazine brands by unique users.

-Ends-

### **For further information and screen grabs:**

David Witcomb, PR & Marketing Manager, hellomagazine.com

email: [dwitcomb@hellomagazine.com](mailto:dwitcomb@hellomagazine.com)

tel: 00 34 91 702 1338

Registered in England: 2210024 Registered address: Wellington House, 69-71 Upper Ground, London SE1 9PQ

www.hellomagazine.com

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