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PRESS RELEASE

Incentivated optimises mobile websites and launches tools driving traffic to its clients' sites

INTERNET WORLD, LONDON: The world's leading online brands, including Google, Yahoo! and Myspace, have created 'made-for-mobile' websites. Users accessing the main URL from their mobile browsers are redirected automatically to the WAPsite, rather than downloading websites built for PCs.

Full service mobile marketing agency Incentivated today launches two new initiatives to drive traffic to the mobile web.

First, Incentivated launches its **mobile advertising planning, buying and analytics service** to drive traffic to the mobile websites it builds for its clients from traffic on and off portal. Its most visited site to date, www.jaguarxf.mobi, supports the launch Jaguar's XF model in the US. The site, built by Incentivated, uses our Phone Capability Database which comprises over 10,000 models/operating systems to identify the browsing handset and dynamically reformat the display to ensure optimal viewing on smartphones, iPhones and BlackBerrys; indeed a special site has been built for the iPhone to take advantage of its unique characteristics. The ad campaign will serve 60 million mobile banner ads over the 12 month campaign period. To date, the site has attracted 85,000 unique visitors. See separate press release for details.

Second, Incentivated launches its **Direct Response product** which provides brands with a quick and easy way to include a mobile call to action to their above the line, direct marketing and sales promotion media plans. There are two options available. The Traditional Media package allows brands to offer a 'call back' and brochure request service, which invites consumers to send their post code via SMS. The New Media package allows brands to offer 'e-brochure' request which invites consumers to send their email address via SMS, and WAPsite build, which is handled by Incentivated's WAPsite publisher tool.

The Direct Response product has been launched to meet growing client demand, and reflects the growing trend for consumers to use their mobiles to interact with brands. Research from O2 reveals 70% of mobile users sampled want to access customer information or check availability using their mobiles, 64% want to locate their nearest store, and 51% want to respond to offline ads via mobile.

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managing mobile interactivity

Incentivated Limited

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985
email: info@incentivated.com www.incentivated.com

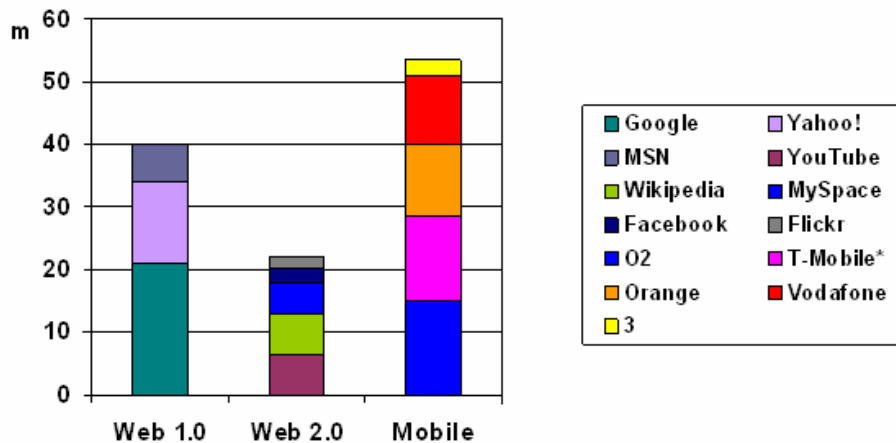
Registered number: 4330957. England and Wales

23% of mobile users in the UK already access the web on their mobiles, according the Mobile Data Association.

Jonathan Bass, Managing Director at Incentivated comments: "Wholesale adoption of the mobile internet will be driven by ease of use. The decision by the world's leading brands to create made-for-mobile sites demonstrates that it is not feasible to simply serve up online sites onto the handset. The context, mindset and functionality of each handset demands a tailored approach. The screen is just too small to jam a full website into the device. We are committed to offering our clients an end-to-end service: building sites based on the best technology available, and developing campaigns which drive traffic to these sites and proving realtime reporting and analytics".

- ENDS -

Monthly Unique Users



Source: Ofcom (UK)

For further information:

Robert Thurner, Incentivated 0845 130 3985, Mobile 07793 804419

Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Mars, NHS, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>