

IMImobile joins the Mobile Marketing Association's Permission Based Marketing task force

- IMImobile's mobile marketing and mobile data services experience will aid the formulation of workable Permission Based Marketing standards
- IMImobile has contributed to a white paper designed to help marketers navigate complex areas around Permission Based Marketing

London, 4th October, 2011 – IMImobile, a leading provider of core technology infrastructure for mobile operators, enterprises and media companies, today announced that it has joined the Mobile Marketing Association (MMA) task force. The task force is a marketing industry consortium that helps businesses connect efficiently with millions of mobile consumers, while building consumer trust in permission based mobile campaigns.

The MMA's permission based marketing (PBM) task force helps to identify and create proposed standards on PBM for brands, agencies and mobile network operators. The mobile operators, brands and enterprises using IMImobile's DaVinci Evolved Service Platform generating over 50 million billing transactions every month and reach over 900 million subscribers worldwide.

The advent of mobile as a marketing channel provides numerous opportunities for marketers and mobile network operators, but also creates numerous challenges. IMImobile has worked with the MMA to produce a white paper "*Building Permission Based Mobile Marketing*" which determines the best way to deepen engagement with mobile customers while retaining the explicit agreement of the consumer.

"We look forward to working with the MMA and the task force group that will resolve these issues and facilitate the growth of permission based marketing" said Vishwanath Alluri, Founder and CEO of IMImobile. "Permission based mobile marketing recognises the power of delivering anticipated, relevant messages to

consumers, but also the importance of developing standards that will help address key issues around consumer control and privacy.”

If you would like a copy of the white paper, please contact:

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About IMImobile

IMImobile is a global technology infrastructure and solutions provider to mobile operators, media companies and enterprises with over 600 employees and a global presence across Asia, Europe, America and the Middle East.

The IMImobile product and service portfolio is built on a core modular service platform called the DaVinci Evolved Service Platform hosted in the cloud. The platform provides the foundation to enable a mobile marketplace and to run a range of next generation mobile internet services and enterprise grade CRM, messaging, rich media, marketing and analytics solutions.

IMImobile is working with over 100 Blue Chip companies and its services reach over 900 million people in over 60 countries. IMImobile’s operator customers include Aircel, Airtel, BSNL, Meteor, Millicom, Mobitel, MTN, Reliance, Tata, Telefonica, Virgin Mobile and Vodafone. IMImobile’s media and enterprise customers include BBC, Star TV, Reuters, Yahoo, Google, EMI Music, Universal Music, Sony and Warner Music, The AA, Centrica and E-ON.

For more information www.imimobile.com