

Yahoo! inks deal with IMImobile to develop mobile applications

*- IMImobile to deploy and manage common short code "8243" for Yahoo! India -
- Ground breaking services in mobile for computer / internet space to be introduced -*

Hyderabad, India, September 2005: IMImobile, India's leading global end-to-end enabler of mobile Value Added Services has bagged the contract to deploy, integrate and manage a common short code '8243' for Yahoo! India. After the deployment of Mobile Gateway, Yahoo! subscribers will be able to participate in various innovative services on the messenger, participate in contests and polls, and receive news from the portal.

IMImobile will enable a wide range of mobile applications including chatting, dating, jokes, and greetings, information services like news, astrology, cricket and finance. Downloadable mobile content in the form of games, ring tones, wallpapers and themes will also be available.

For the first time, people will be able to send SMS messages from Yahoo! chat to mobiles of their friends and loved ones. What's more, mobile subscribers can reply back from their cell phones and the messages will be seen on the chat window at the other end. People will also be able to receive alerts whenever a new e-mail arrives in their Yahoo! mailbox. Alternately, mobile subscribers can send e-mails to their friends having a Yahoo! id.

"Yahoo! is amongst the world's largest portals and the new service being deployed by our team will break new grounds in mobile to internet messaging. This contract is a proof of the capabilities of IMImobile and the value that it can bring to web portals. By enabling and managing the mobile-based features for the portal, we are excited to be part of the growth story at Yahoo! India." Mr. A. R. Vishwanath, Chairman and CEO, IMImobile said.

IMImobile has put in place a content management system (CMS) that will provide content services to Yahoo! India. Besides being an innovative service from the portal it will work on any handset and on any mobile network. There is no infrastructure upgrade or back-end provisioning for operators or the media company to worry about, or handset configuration concerns for consumers.

"We have developed leading edge mobile technologies in the space of carrier grade messaging platforms, messaging gateways, service delivery platform (DaVinci), voice platforms and content aggregation. All these technologies can be leveraged by Yahoo! India and other portals to add value to their services." added Mr. A. R. Vishwanath, Chairman and CEO, IMImobile

Yahoo is a leading global internet communications, commerce and media company that offers a comprehensive network of services to more than 345 million individuals every month worldwide.

