

## Mobifusion & ORG to partner with IMImobile

**Hyderabad, India, April 04, 2007:** Mobifusion, Inc., a global developer, publisher and distributor of mobile applications and technologies, and ORG Telecom, a leading systems integrator in next generation wireless technologies, today announced they have signed an agreement with IMImobile, a leading worldwide end-to-end enabler of Value-Added-Services to mobile subscribers, through various operator sites. Through the new partnership with IMImobile, Mobifusion and ORG will provide content and technology products to many of the leading mobile operators in India as well as across the Middle East and South Asia.

“Mobifusion has a wide variety of mobile content and applications suitable for the global market and by establishing this partnership, both companies are poised to take advantage of one another’s core strengths in order to most effectively penetrate India’s mobile content market,” said A R Vishwanath, Chairman & CEO IMImobile. “We are pleased to work together with Mobifusion.”

“Similar to Mobifusion, IMImobile has created its own technology platforms which allow them to offer value-added-services in a fast and cost-effective manner,” said Pavan Mandhani, President and CEO of Mobifusion. “By partnering with such a reputable player in the Indian mobile market, we are able to quickly expand our business in this region by leveraging their infrastructure.”

“We embraced the opportunity to join Mobifusion in this alliance as we believe expanding IMImobile’s services increases the value of mobile devices and content to their subscribers efficiently and cost-effectively,” said Ajoy Khandheria, CEO ORG Informatics, a publicly traded company on the BSE. “The end result is more value for the mobile users’ experience.”

Mandhani believes that with the mobile phone playing an increasingly important role in the way people access information, partnering with companies such as IMImobile not only provides more consumers with compelling content, but is also one sure way to stay ahead in this fast growing market.