

IMImobile wins Gold at Mobile Search Awards 2008

UnISpace is the 'best entertainment or information service'

Hyderabad, September 22, 2008: IMImobile, the global provider of value added services for mobile operators, content providers and media agencies, has won the Gold award for the 'Best Entertainment or Information Service' at the Mobile Search Awards 2008. UnISpace, IMImobile's UGC platform was voted a clear winner by industry experts. Set up by UK Company Visiongain, the awards recognize the top mobile companies around the world with IMImobile the first and only Indian company to win.

IMImobile's UnISpace enables mobile subscribers to social network 'on the go'. UnISpace taps into the huge appetite for social networking and user generate content to create an environment in which content is created and exchanged in the mobile space. Users are able to easily upload and share their audio, video (including 3G video calls), pictures or text content and sell to earn rewards when downloaded by other subscribers. UnISpace was also a Mobile Entertainment Awards 2008 (Meffy's) finalist.

"IMImobile is delighted to win Gold at the Mobile Search Awards" said Vishwanath Alluri, IMImobile Chairman, Founder and CEO. "We are committed to developing and managing innovative services that will be real cash generators for our customers and add genuine value to the end users' experience. This latest award is further evidence that we are firmly on the right track as we continue to expand around the world".

Julian Pasin, leading visiongain telecoms analyst and one of the judging panelist said of MSA 08; 'the high quality of services and innovation on offer from all the participants made judging the awards an arduous task but ultimately bears testament to the rapid growth and evolution of mobile search. We congratulate all participants on the strides they are making for mobile search.'