



PRESS RELEASE

12snap opens US office in Big Apple

- **On June 1st 12snap opened its first office outside Europe in New York.**
- **Nathaniel E. Brochin, former founder and director of one of the biggest US multimedia agencies, leads the management in the growth market North America.**
- **Service initially targets the existing international clients of 12snap.**

Munich – New York, 06. July 2005 – 12snap, the specialist for innovative marketing and entertainment for mobile phones and one of the European market leaders in mobile marketing, starts its announced expansion outside Europe with a representative office in North America.

With New York born Nate Brochin, aged 42, 12snap could win one of the most experienced US actors in the fields new media and mobile content. The father of three children gained his America-wide reputation as founder and director of one of the leading agencies for digital marketing, the Rare Medium Group.

In the development of mobile marketing towards mobile loyalty, the American market takes an important position. It is considered as the home country of direct dialogic communication between customer and brand. 12snap Inc. will employ approximately 10 employees at the end of this year.

There are approximately 170 million mobile phone users in the USA. Brochin assesses the volume for mobile marketing in the year 2005 at 200 million US\$ and anticipates a yearly growth rate of about 50 per cent for the next five years.

About 12snap

12snap AG is a non-public incorporated company founded in 1999 with headquarters in Munich and branches in Düsseldorf, New York, London, Milan, Stockholm and Vienna. 12snap is an expert in innovative marketing and entertainment for mobile phones and is currently the only mobile marketing company in the world to be awarded four Lions in Cannes among several further international prizes. The company utilises the creative and technological opportunities of mobile phones as the most advanced and personal communication medium of everyday life by efficiently combining its know-how in mobile applications, mobile loyalty, and mobile marketing.

In the mobile marketing area, 12snap creates and implements national and pan-European mobile marketing campaigns for international brands. The mobile loyalty business unit offers customer loyalty programs for companies and brands. The mobile applications business unit is the centre for development and software at 12snap. It sells and licenses a wide spectrum of mobile solutions to satisfy the demands of the current growing market and the new uses of the third mobile phone generation (UMTS): from dynamic video services and multiplayer games to personalized messaging applications.

The company has a total of 75 employees. As one of the leading European suppliers and a pioneer of mobile marketing, 12snap provides their services to companies such as McDonald's, MTV, Coca-Cola, Ferrero, Wella, adidas, Unilever and Gillette.

This year, 12snap was named as the only German company in the mobile industry to rank in the Red Herring 100 most innovative technology companies in Europe

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