SurfKitchen Selected to Support Orange Downloads™

Reading, UK, 12 July 2005 - SurfKitchen has today announced its latest customer win with one of the world's largest mobile operators, Orange. SurfKitchen will work with Orange and key handset manufacturers to pre-install SurfKit Mobile™ onto Orange Signature phones to support the mobile data service, Orange Downloads™.

By managing the on-device download process, SurfKit Mobile™ will enable Orange customers to easily preview premium content offline before purchasing. Preview content, such as the Orange Top Ten ringtones will be regularly updated.

SurfKitchen delivers a superior customer experience to alternative browser-based solutions. Simple structured menus ensure easy, direct access to existing and new types of mobile content and services. The technology can be deployed across multiple device platforms, including Java, Symbian and Microsoft Windows Mobile.

The Java enabled version of SurfKit Mobile™ is a significant technology milestone, benefiting Orange and its users by offering easy access to mobile Java applications. Portio Research estimates there are over 1.8 billion mobile subscribers world-wide with over 900 million in developed markets, where Java penetration is highest. This suggests that approximately 65% of subscribers in mature markets are using Java handsets, which presents significant potential growth for players in this space.

Matthias Hilpert, Head of Product Marketing & Planning for Orange Group comments: "We chose SurfKitchen because it provides best of breed technology and is the proven market leader. The company is playing an integral role in the Orange mobile data strategy to provide the best possible user experience."

Michel Quazza, CEO, SurfKitchen adds: "We are excited to work with Orange, as this will be the first commercial Java deployment of its kind. SurfKitchen's technology is driving operators' data service strategies through an effective user experience of discovering and consuming new data services such as ringtones, games and video. We provide a broader, more complete set of functionality than any other vendor, with real-world commercially launched solutions. This is another strategic milestone for us and we look forward to a long-standing relationship with Orange."

About SurfKitchen

SurfKitchen powers the Dynamic User Experience (DUE) and transforms mobile use world-wide. It is the leading mobile software provider that enables any organisation to rapidly and cost effectively offer advanced mobile data services and to remotely customise the look and feel for the end user. SurfKitchen is currently featured in the Sunday Times' Tech Track 100 and is one of the best-performing and innovative high-tech private companies of Europe and Israel in the fourth annual Tornado100 list from Tornado Insider magazine. Since the launch of its flagship software SurfKit Mobile™ in May 2003, SurfKitchen now includes O2 UK, O2 Germany, Orange, Telenor, Sonofon, Telefónica Moviles, TIM Italy, TIM Greece, MTC-Vodafone Kuwait and Smart Global (Reuters) amongst its customers. SurfKitchen was founded in 1999 and currently has offices across Europe and Asia. For further information visit: www.surfkitchen.com