SurfKitchen Powers the Mobile User Experience

Reading, UK, 20 July 2005 – SurfKitchen today announced that SurfKit Mobile™ will now be made available on Microsoft® Windows Mobile™-based devices. SurfKitchen's first Windows Mobile deployment is planned to go live with one of Asia's largest mobile operators in August on Windows Mobile-based smart connected devices.

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 revenue generating services.

With SurfKit Mobile, operators can easily create their own branded user interface which can be remotely managed and updated over-the-air (OTA) on Windows Mobile-based handsets such as Motorola's MPx 220, Orange SPV C500 and the HP iPAQ range. Operators will be able to create an enriched end user experience with immediate updates and customised content suited to the users' preferences. SurfKit Mobile is comprised of the following products:

o SurfKit Multimedia Desktop™ combines text, images and video into a single attention-grabbing mobile desktop designed to increase mobile data usage. Users have the option to subscribe to a variety of channels, enabling them to receive tailored content pushed OTA, which allows content to be viewed both online and offline.

o SurfKit Download Manager™ enables operators, content providers and brand owners to quickly capitalise on the download market for ringtones, wallpapers, images and video. Chosen content is purchased and downloaded seamlessly as the client manages the connection to the SurfKit Server™ to validate purchasing information and mange the entire end-to-end download process.

• SurfKit Media Manager™ builds on the capacity of the phone by extending its functionality and memory with features that reside on the operator network. Specifically, it promotes the use of mobile content by providing a way for users to store and share larger volumes of content than is actually possible on the user's existing phone capabilities e.g. mobile video and high resolution photos.

• SurfKit Offline Portal™ enables operators and content providers to extend their online portal to mobile subscribers. Content is delivered and stored directly on the mobile device so subscribers have instant access to content without being connected at all times.

SurfKitchen's deployment on Windows Mobile is a result of customer demand for these types of rich mobile data services to be made available on Windows Mobile devices, particularly for the recently-launched newest version of the platform, Windows Mobile 5.0. SurfKitchen sees a bright future in the mobile data services market, which is forecasted to be worth more than USD 126 billion globally by 20081.

"We are delighted that SurfKitchen's innovative SurfKit Mobile product is now available on the Windows Mobile platform," said Hardy Poppinga, EMEA Product Manager, Mobile and Embedded Devices Division, Microsoft. "SurfKit Mobile successfully complements Windows Mobile's rich user interface and applications suite with a compelling customisation solution for mobile operators that addresses a growing trend in brand and services differentiation in the mobile market."

Michel Quazza, CEO, SurfKitchen said: "We are pleased to offer the SurfKitchen experience to Windows Mobile users. 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 across multiple device platforms. This technology milestone enables us to broaden our product portfolio and continue to meet our customers' diverse needs."

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 Orange, O2 UK, O2 Germany, 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