

SurfKitchen Nominated as Finalist in 2009 Meffy Awards

SurfKitchen Powered Orange Downloads Selected as Finalist in “Search & Discovery” Category

Reading, UK – May 27, 2009 - SurfKitchen today announced that the Mobile Entertainment Forum has selected its latest deployment with Orange as a finalist in the “Search & Discovery” category for the 2009 Meffy Awards. The deployment, an upgrade to Orange Downloads, a branded, on-device storefront developed by SurfKitchen, included the introduction of a new mobile applications category that more than tripled sales of featured mobile applications within the first month of launch.

Now in their sixth year, the Meffys are recognized as the official benchmark for measuring success and rewarding innovation in the mobile entertainment industry. Entries for the “Search & Discovery” category were judged on their ability to make mobile content easy to find, purchase and popularize. The upgraded Orange Downloads was selected as one of five finalists with the judges recognizing how its exceptional user experience makes it easier and faster for subscribers to discover, select and use popular mobile Internet applications and information services within a single, intuitive and visually engaging interface.

“Orange Downloads has been a phenomenal success,” said Michel Quazza, chief executive officer, SurfKitchen. “Using our mobile Internet platform technology, Orange was able to seamlessly upgrade Orange Downloads by adding a new mobile applications category that significantly increased sales and we are delighted that the results are being recognized by the Mobile Entertainment Forum.”

Originally launched in 2005, Orange Downloads is designed to offer the optimum user experience for mobile services and is available to Orange Signature customers in France, Poland, Spain and the UK. Using SurfKitchen’s technology, Orange introduced the new mobile applications category via an over-the-air update to the Orange Downloads client used by Orange UK Signature device customers in November 2008. By allowing subscribers to simply access it through a routine update, the new applications category was easily discoverable and made an immediate impact on sales.

Rimma Perelmuter, Executive Director of MEF, said: “From the meteoric rise of apps-inspired vendors and content owners in driving consumer engagement to the remarkable growth achieved in emerging markets and the evolution of transparent, user-friendly business models, the 2009 entries provide a window to all the latest trends and innovations. More than ever, the Meffys reflect the increasing importance of mobile as a key engagement and entertainment channel for consumers.”

The 2009 Meffys received entries from more than 60 countries and were judged by 43 independent journalists and analysts. The winners will be announced on 23 June, 2009 at Floridita London, as part of the Mobile Entertainment Forum’s annual event, [Mobile Entertainment Market](#) (MeM).

About Mobile Entertainment Forum (MEF)

MEF exists to represent the interests of its global membership across the mobile entertainment value chain. Our goals are to build awareness, create business development opportunities and facilitate the development of commercial guidelines and best practices to promote a healthy and profitable industry.

With global headquarters in London, a Hollywood-based Americas secretariat, an Asian chapter in Hong Kong and the newly established Europe branch, MEF's network of members represents a veritable 'Who's Who' of mobile entertainment businesses and entrepreneurs. For more information and a full list of members please visit: www.m-e-f.org.

About SurfKitchen

SurfKitchen is uniquely focused on providing mobile operators and their partners with the ability to deliver the optimum mobile user experience for mobile Internet applications and services. Optimizing the user experience helps build brand loyalty, reduce customer churn and drive the uptake of mobile Internet applications and services, resulting in increased mobile data ARPU.

SurfKitchen provides a mobile Internet platform that delivers a personalized, compelling and intuitive on device experience for subscribers to discover, acquire and use the broadest catalogue of mobile Internet applications and services on the widest range of smart phones and feature phones including Symbian Series 60, Microsoft Mobile 5&6, Java J2ME MIDP2, BREW 3.1.5, RIM BlackBerry and Android platforms.

SurfKitchen's solutions have been deployed by major operators throughout the world including Orange Group, Telstra, Telefonica Moviles Espana, Maxis, Cincinnati Bell Wireless and ALJAWAL (Saudi Telecom). For more information, visit: <http://www.surfkitchen.com>.