

M1 Singapore Chooses InfoGin to Introduce Advanced Mobile Data Services

M1 to be the first operator in Singapore to offer the best mobile Internet surfing experience

CommunicAsia, Singapore, June 17, 2008 - InfoGin, a leading pioneer and market leader in the field of Web-to-mobile content and functionality adaptation solutions announces today that it has deployed its Intelligent Mobile Platform™ (IMP™) solution at MobileOne (M1), a leading mobile operator in Singapore with over 1.5 million subscribers. With this deployment, M1 will be able to offer its users to surf the Internet from any mobile device and rapidly introduce new, advanced mobile data service offerings, further enhancing M1's innovative lead in the region.

With the launch of the new service, branded as MobileSurf and powered by InfoGin's patented technology, M1 customers can surf the *real* Web even on basic WAP-enabled handsets, easily accessing Web sites they're already familiar with on their desktop PC. Web pages accessed via Mobile Surf are automatically formatted to fit the screen of the customer's mobile phone. This offers customers a more 'mobile-friendly' presentation of content and improves their overall mobile Internet surfing experience.

"M1 is proud to be the first operator in Singapore to offer its customers true Web browsing experiences on their mobile phones," said P. Subramaniam, Chief Marketing Officer of, M1. "With the launch of Mobile Surf, M1 customers can now access the Internet from any WAP-enabled mobile device anywhere and anytime. Striving to be the island's most innovative mobile operator, Singaporeans can definitely look to M1 for more exciting new services that will complement their mobile lifestyles."

"We are very pleased to be launching a complete Web to mobile content & functionality adaptation solution in a market that is of strategic importance to InfoGin," said Eran Wyler, CEO & Founder of InfoGin. "The mobile market in Singapore is an early adopter market and as such sets the pace and trend for the entire region. We are therefore extremely pleased that M1 has chosen InfoGin after examining a number of other solutions. We are confident that the new service will further strengthen M1's position in Singapore as a leading operator of innovative services."

InfoGin's IMP™ is a server-based middleware platform that supports all mobile browsers, languages and advanced Web page features.

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About InfoGin

Established in April 2000, InfoGin is a pioneer and market leader offering a complete Web-to-mobile content & functionality adaptation solution that provides mobile users with the ultimate Internet experience on any mobile device. Based on more than eight years of research, InfoGin's patented technology ranges from a fully automatic and real time intelligent conversion engine to professional content editing and marketing tools. The Intelligent Mobile Platform™ (IMP™) enables complete control over all content delivered to mobile devices.

InfoGin's technology is commercially deployed with more than 38 top tier operators, leading content aggregators and search providers worldwide. InfoGin's customers report a phenomenal increase in data usage, doubling their overall portal traffic in less than three months - without cannibalizing their existing data offerings, and reducing by more than 80% the operational costs of creating content and managing the configuration of mobile devices. InfoGin's technology has provided more than 20 million mobile users across the globe the best real Internet surfing experience on a daily basis, spanning more than 6,000 mobile devices. For more information, visit www.infogin.com.

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About M1 Singapore

M1, Singapore's most exciting and innovative mobile, broadband and IDD service provider, was launched in April 1997. Since then, it has made significant inroads into the local mobile communications market, gaining considerable brand presence and market share. M1 aims to be the market leader in personal voice, business and data communications, focusing on value, quality and customer service. More information on M1 is available at www.m1.com.sg.