

INFOGIN SNAPS UP AWARD FROM LEADING ANALYST HOUSE

Frost & Sullivan Customer Value Enhancement Award Presented to InfoGin at Awards Ceremony in London

London – October 25, 2006 – InfoGin, a leading pioneer in the field of Web to Mobile content adaptation, was last night presented with the coveted annual Customer Value Enhancement (CVE) Award at Frost & Sullivan's Excellence in Information & Communication Technologies Awards Banquet which was held at the Le Meridien hotel in London. The award recognizes innovative companies delivering strategies that significantly improve customer interaction and contribute to customer satisfaction.

InfoGin was selected to receive the CVE Award by a group of Frost & Sullivan's European Wireless & Mobile analysts because it is viewed to have offered the industry a technological breakthrough in enabling unlimited internet content and facilitating rapid content adaptation for 'seamless transference' of PC to mobile Internet surfing experiences.

Eran Wyler, CEO & Founder of InfoGin said: "We are delighted that a prestigious analyst house has shown such tremendous support for InfoGin and its technology. We have made surfing the internet on a mobile phone a reality and are developing partnerships with leading global mobile operators in order to share this success with consumers around the world."

InfoGin's Intelligent Mobile Platform™ (IMP™) is an end to end solution that enables automatic Web to mobile content adaptation, giving mobile users access to any content they desire, optimized to their mobile device, while offering a range of solutions which enhance mobile surfing experiences.

InfoGin's latest version includes a significant browsing enhancement and is based on years of research in Web to mobile content adaptation and expertise in mobile surfing experience. Its new version opens the door for consumers to access complicated web sites, including JavaScript content, on their mobile devices and quickly and easily reach whatever they are looking for through smart navigation technology.

InfoGin's IMP™ has been successfully deployed commercially by mobile operators, content aggregators and Internet Service Providers around the globe. Among InfoGin's customers are the top tier players from the US, Asia, Europe and Israel. Customers' commercial results indicate a continuous, significant increase in monthly usage traffic and a dramatic reduction in time-to-market delivery of rich Web services to the mobile.

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InfoGin is a world leader and a pioneer in the field of Web to Mobile content adaptation, enabling mobile users to access any content they desire, optimized to their mobile device, while offering a range of solutions which enhance mobile surfing experience. With an internationally proven track record for mobile content adaptation around the globe, InfoGin is dedicated to developing technologies that dramatically reduce the time-to-market of new services, while maximizing the efficiency and the quality of mobile content delivery. InfoGin's clientele show an immediate growth in average monthly customer usage attributed to increased content variety, improved content quality and enhanced user experience.

InfoGin's flagship product, the Intelligent Mobile Platform™ (IMP™), enables real-time optimal reformatting of Web content to any mobile device, without compromising the Web's richness or the device functionality. InfoGin's platform offers a range of solutions, from a fully automatic intelligent conversion engine to professional content-editing and marketing tools that enable full control over the delivered information.

Established in April, 2000, InfoGin is headquartered in Kfar-Saba, Israel.
For more information, visit www.infogin.com