



PRESS RELEASE
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**12SNAP HAS GOT THE UK IN ITS HAND WITH THE HELP OF
YOURMOBILE!**

**YourMobile users contribute to 12snap's compilation of the biggest mobile
database in the UK**

12snap (www.12mobilemarketing.com), the leading European mobile marketing company, is today announcing a partnership with YourMobile Networks (www.yourmobile.com), the world's largest free ringtone website. The partnership will allow 12snap to have access to YourMobile's database of over 2.2 million mobile numbers from which 12snap will exclusively create the most powerful and fully opted-in databases in the UK.

In return for access to the mobile numbers, 12snap has prepared a tailor-made mobile marketing campaign to re-launch YourMobile's website. This will be in the form of a text based prize draw competition for the chance to win £100,000, a Ferrari or an all expenses paid shopping trip to New York. Each recipient will then be given the opportunity to receive targeted messages and be involved in future mobile marketing promotions, such as 12snap's hugely successful campaigns with McDonalds, Nestle and 20th Century Fox.

12snap will exclusively manage this database and will co-operate with YourMobile on mobile content and entertainment services.

Anne de Kerckhove, managing director, 12snap UK states, "With such a massive, targeted database and with such willing recipients, we are an invaluable marketing tool for media channels across Europe. No other company can give such immediate access, to so many people, in any mobile marketing campaign in Europe."

Mr Anthony Stonefield, CEO, YourMobile Networks, Inc., says, "Our partnership with 12snap is designed to provide an even greater level of value to our users, linking them to consumer product companies, retailers, and entertainment companies that deliver relevant, timely, and targeted incentives and promotions. "

About YourMobile Networks, Inc.

YourMobile Networks Inc. (www.yourmobile.com) is one of the world's most widely recognized mobile entertainment consumer brands, offering entertainment content and highly targeted international and local marketing to consumers globally. YourMobile's content library is licensed for international wireless distribution from more than 40 major and independent music publishers, rights societies, and content studios. Through its business-to-business division, Premium Wireless Services (www.pws.ws), YourMobile provides a turnkey solution for wireless multimedia content distribution to network operators, mobile device manufacturers, and media companies worldwide. The company is headquartered in Santa Monica, California, with representatives in London, Sydney, Helsinki, and Johannesburg.

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About 12snap

12snap is shaping mobile marketing and turning mobile devices into a powerful interactive media channel, which allows for personal, regional or nation-wide communication. 12snap offers mobile marketing partners a new way to communicate with their target audience providing fun, interactive and entertaining solutions.

By exploiting the tremendous opportunities offered by the development of wireless technology as a new media channel, 12snap creates personalised and targeted advertising campaigns specialising in the fast changing youth market - a market

renowned for being notoriously difficult to please.

Apart from wireless marketing 12snap also provides consumers with a host of interactive entertainment and shopping services that are available through 98% of today's mobile phones.

12snap has access to over 2 million permission based numbers in Italy, Germany and the UK.

For further information, visit www.12snap.co.uk

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