



***Mobango launches special Promotion for Mobile App publishers:
limited offer to distribute Mobile Applications to the masses***

Mobango, the Social Mobile Application Centre, where mobile users and App publishers meet, launches a limited offer to brands, publishers, and developers to take advantage of the powerful "Mobango Promote" tool.

The "Mobango Promote" is a "pay per download" self service advertising platform, where App publishers can generate millions of targeted mobile downloads on selected Countries and handsets. With over 500 million mobile downloads to date and millions of visitors every week, Mobango is the first "Social Mobile Application Center" supporting Java, Symbian, BlackBerry, Windows Mobile, Flash Lite, and Android. Mobango can help every Mobile Application creator to spread out its customer base in a matter of days. Brands and developers only pay for customers who decide to download their application, in the Country, for the phone, and platform, selected.

"Mobango Promote" is the first "pay per download" advertising network for mobile Applications. Until the end of June 2009, every publishers and developer uploading its Mobile app -publishing applications on Mobango is 100% free-, can benefit of 30% discount when launching distribution campaigns on Mobango Promote, generating thousands of downloads for as little as \$ 0.10 per download, with full control over targeting.

Starting is easy:

- 1) Create profile and upload the mobile application (FREE): takes few minutes
- 2) Charge wallet (paypal and major credit cards accepted): for every \$10 Mobango will add 5 until the end of June
- 3) Set up Campaign: Bid per download. Apps will be promoted to Mobango users based on the bid
- 4) Select Countries, mobile OS, or cell phone model to target; determine the maximum daily spending
- 5) Start generating downloads from mobile phone users at as little as 10 USD cents

Mobango launched the "Social Mobile Application Centre" in September to handle the ever increasing demand for Apps. The iPhone app store placed mobile application downloads front and centre in people's consciousness. Mobango delivers this same functionality to the billions of non iPhone customers. Already several Brands, developers, publishers of mobile applications are using this unique service, generating millions of downloads every week.

"Still I believe we have only just scratched the surface. The mobile apps hitting the market today are truly mass consumer items which is perfect for the Mobango audience and we will see adoption rocket: we have created a fully automated system to serve both small and large App

Publishers, which allows instant distribution of virtually any type of Mobile Application" says Fabio Pezzotti , CEO of Mobango Ltd. Also key to this growth is the expanding number of brands and developers providing mobile applications and games. Mobango is becoming central to their marketing and distribution plans whether testing new Apps and Communication campaigns on the Mobango audience or going for mass distribution to consumers.

Central and unique to the Mobango offering is the one stop shop approach for all types of mobile content with video, combined with the social aspect of the online community. Mobango is the place where UGC and Mobile App meet. "Our users don't compartmentalize their mobile content needs and neither do we," continues Fabio Pezzotti. "Powering Mobango is this fantastic community who through publishing and sharing provide the most compelling mobile content available anywhere. The over 4.5 million registered members will serve the needs of the next 45 million to join Mobango, and provide distribution to professional mobile application publishers"

About Mobango

Mobango is the first "Social Mobile Application Centre": its purpose is to provide mobile consumers with an online and mobile service platform that allows them to create, store, share, download and play every type of mobile content, and for Brands, Publishers, Developers to generate massive distribution of their mobile Applications. Mobango is a limited company incorporated in the UK and operates out of its London, Milan and Munich offices, it is backed by its founders and managers, and received \$ 8 MM venture capital financing from Doughty Hanson Technology Ventures and Innogest Capital. For further information visit www.mobango.com both from PC and mobile devices