



AIS' Interactive Mobile Marketing Service mLIVE! Achieves 12M Users

- **50% of the subscriber base use the service two years after launch**
- **Stimulating an average of 8.5 transactions per clicking customer per month**
- **Advertising makes up 10% of the services revenue**

October 3, 2007: AIS, Thailand's leading mobile network operator, announced today that its interactive content and mobile marketing service mLIVE! has achieved 50 per cent penetration of its subscriber base. Since the service was launched two years ago by AIS in partnership with Celltick, it has proven to be a highly successful value-added service for the operator.

Based on Celltick's LiveScreen™ Media platform, mLIVE! uses cell broadcast technology to turn subscribers' mobile screens into personal interactive billboards. This is achieved by sending 'content bites' or 'teaser messages' to the idle-screen when the device is not in use.

Since its inception, the service has generated significant SMS and WAP traffic for AIS, with approximately two million transactions taking place a month. Over 15 per cent of the users click through regularly, generating an average of 8.5 transactions per clicking customer per month.

AIS is the pioneer of mobile advertising on the idle-screen and a number of local and international brands have used mLIVE! to reach their customers. Today, 10 per cent of mLIVE!'s revenue is generated through advertising.

The success of mLIVE! rests on its ability to effectively add value to subscribers and generate revenue. For subscribers it is simple to use – they can discover content and relevant promotions with only one or two clicks of a button – and it is unobtrusive. These features encourage subscribers to keep the service active.

For revenue generation, this mass reach media can be used successfully for both advertising brands and marketing AIS' own catalogue of rich media and mobile content.

Mr. Prattana Leelapanang, AVP Wireless Business Marketing of AIS said "Exploiting the opportunity to expand the Mobile Advertising and Interactive Service markets, AIS has introduced mLIVE! to convey information connecting to advertising and public relations which receive good responses. As a continuing promotion for the mobile advertising market, mLIVE! serves as an application that strongly supports this approach."

Stephen Dunford, CEO of Celltick said: "We have enjoyed working with AIS and are proud to name them among our list of loyal customers. In recent years the mobile subscriber market has become fiercely competitive in Thailand, but AIS has remained a leader through its continual innovation and forward-thinking. mLIVE!'s success is just one demonstration of this. As mobile marketing and advertising technology advances, Celltick will continue to develop its services to deliver dynamic and creative solutions for its customers."

As part of the ongoing relationship with AIS, Celltick is working to reduce the size of its application so it can be built into smaller SIM cards.

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About Celltick www.celltick.com

Celltick Technologies Ltd., the pioneer of Active Content Marketing, has introduced a new medium into the mobile space. Its flagship product, LiveScreen™ Media, allows content providers and advertisers to broadcast targeted content and marketing messages to millions of mobile idle screens, turning them into a network of interactive billboards, creating a strong revenue stream for operators.

Celltick cooperates with mobile operators to turn their mobile screen into a powerful revenue driver. The company has close relations with all network infrastructure companies, major SIM vendors, leading handset manufacturers and industry standard organisations, as well as global content providers and media agents.

Founded in 2000 and privately owned, Celltick is headquartered in the UK with offices in Russia, Singapore, India, Thailand and Brazil and R&D Centre in Israel.

For additional information please contact info@celltick.com

