

UK'S FIRST 'MOBILE' SOAP SERIES TO LAUNCH ON KWICKEE

BITESIZE

Submitted by: Kwickee Guide

Wednesday, 5 May 2004

5.5.04 - 5 new soaps available on mobile phones under the category, KwickeeSoap

Kwickee Bitesize, now home to the talents of thousands of contributors, is announcing the search for their 'founding' writers to launch five soaps from June this year. Covering the past, present and future there will be one to suit all tastes; a period drama following the power struggles of two warring families, a story set on an space outpost in the not-too-distant future for the sci-fi fans and for the here-and-now a pacey soap, set in the financial district of down-town Hong Kong - home to hundreds of fast living UK and American expats. The fourth soap will be classified Adult due to its expected 'sexually explicit' content.

Perhaps the most innovative is the remaining soap which will be specially produced to allow a new writer to take over script and story development every 13 weeks. Called 'Airside' the soap is based at the busy London Airport and tells the story of the airline employees, the airport owners and of course the travellers.

A new episode from one of the five soaps will be published each week day.

"Our decision to introduce soaps to the family of Kwickee content was inevitable and I'm delighted that we can make it a fun and interesting read for people who enjoy TV soaps and dramas", commented Julian Fisher, Publisher. "KwickeeSoap will eventually contain pictures and in time will also incorporate short TV style clips. This is a very exciting time for Kwickee Bitesize and early indications are that our family of 'KwickeeSoaps' will become an integral part of people's everyday reading and viewing pleasure."

In the first instance writers should contact Miriam Attwood at Kwickee Guides Ltd by email:-
miriam@kwickee.com

Kwickee Bitesize, which launches shortly, is host to a wealth of information (articles, reviews, reports, training, sales messages etc) written by professionals, the public and marketers, will be available to a UK market of over 30 million people.

Kwickee Bitesize will be available on the five UK mobile phone operators: Vodafone, O2, Orange, T-Mobile and Virgin.

For more information please visit www.kwickee.com

About Kwickee Bitesize

Kwickee Bitesize is a unique new mobile phone information platform where users can receive complete stories, serialisations, news reviews and other reports on just about anything via their mobile phone. A Bitesize is a document of not more than 800 words in size, supplemented by up to 2 images, which can be

submitted by any professional or member of the public.

It's equivalent to eBay but for trading knowledge with a library as vast as Amazon and search capabilities equal to Google.

NOTES TO EDITORS

Press Contacts

Nick Hirst

Managing Editor

Kwickee Guides Ltd

Tel: +44 (0) 1932 240 151

Fax: +44 (0) 1420 520678

Email: nick.hirst@kwickee.com

Julian Fisher

Publisher & Founder

Kwickee Guides Ltd

Tel: +44 (0) 8700 720730

Fax: +44 (0) 1420 520678

Email: julian.fisher@kwickee.com