

SurfKitchen Selected by Smart Global to Power New Mobile Business Information Tools for SMEs

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Reading, UK 14 March 2005 – SurfKitchen, the leading provider of dynamic user experience (DUE) software which enables mobile operators to increase data services consumption, today announced a new content customer, Smart Global. Its SurfKit Mobile solution has been chosen to power Smart Global's new Reuters based business information service, Smart BizChannel™. The offering forms part of a suite of mobile data services specifically targeted at the small to medium business market currently being rolled out in the UK by Smart Global in partnership with a leading network operator.

SurfKitchen and Smart Global have worked in close partnership to develop the service, enabling subscribers in the UK to always keep in-touch with breaking global and financial news, including stock market information. Smart BizChannel offers two Reuters channels: News and Business. Each comprises 5 categories delivering up-to-the-minute news directly to the subscribers' mobile device.

"Smart Global are excited to work with SurfKitchen and create a new breed of mobile business information tools. SurfKitchen's underlying technology and Reuters' rich content have allowed us to create the ultimate dynamic user experience. We chose SurfKitchen due to their outstanding technological performance, understanding and existing market deployments." said Guy Rosenhoiz, CEO, Smart Global.

Smart BizChannel gives a superior experience to alternative browser-based applications. Mobile users can enjoy the dynamic experience anywhere they go. Whether on an underground train or at 20,000ft, users can access key Reuters' news alerts and information, as it provides a cached service, so there is no need for an online connection. The technology is also designed to optimise the content and data speed functionality.

Mobile users can subscribe to Smart BizChannel for £5 per month by going to www.smartglobal.com; the service has been designed so that the software is delivered over the air directly to the mobile device. SurfKit Mobile allows subscribers to easily pull key Reuters News and Business content when they need it with just a few clicks. SurfKitchen caters for the provision of selective updates to content over the air (OTA), without the need to refresh entire pages, so mobile users get a fresh, relevant experience, quickly and easily.

Michel Quazza, SurfKitchen's CEO says: "SurfKitchen has had a number of successful deployments in the past 12 months with leading mobile operators worldwide. We are now seeing large media companies focusing on the mobile phone as a new distribution channel. The relationship with Smart Global and a huge global media company like Reuters is significant, as it showcases how SurfKitchen's offering can help bring high value content to consumers, enhancing the data service experience they have today from their mobile operator."

-ENDS-

About SurfKitchen

SurfKitchen powers the Dynamic User Experience (DUE) and transforms mobile use world-wide. It is the leading mobile software provider that enables any organisation to rapidly and cost effectively offer advanced mobile data services and to remotely customise the look and feel for the end user. SurfKitchen is currently featured in the Sunday Times' Tech Track 100 and is one of the best-performing and innovative high-tech private companies of Europe and Israel in the fourth annual Tornado100 list from Tornado Insider magazine. Since the launch of its flagship software SurfKit Mobile™ in May 2003, SurfKitchen now includes O2 UK, O2 Germany, Telenor, Sonofon, Telefónica Moviles, TIM Italy and TIM Greece amongst its customers. SurfKitchen was founded in 1999 and currently has offices across Europe and Asia. For further information visit: www.surfkitchen.com

About Smart Global Limited - www.smartglobal.com

Smart Global, a UK based company associated with one of UK's leading mobile operators, is the world's first provider of mobile data services specifically targeted at small and medium sized businesses. All services have been specifically designed to address the unique needs of the SME and as such are fully hosted, require no installation or IT integration with back-office systems and are extremely simple to provision with the software sent directly to the subscriber's mobile device. Smart services are supported by a wide range of mobile phones, PDA's and BlackBerry devices, with payment via a monthly subscription fee, meaning no up-front investment is required. Businesses have the added reassurance of Smart Global's dedicated customer care team and online support, freeing them from the daily hassle of technology management. Smart Global services are broadly appealing and include email-push, calendar, contacts and tasks synchronisation; instant messaging; real-time business and market information; mapping and navigation solutions, as well as more complex workforce, sales and time management services.

About Reuters

Reuters (www.reuters.com), the global information company, provides indispensable information tailored for professionals in the financial services, media and corporate markets. Its trusted information drives decision making across the globe based on a reputation for speed, accuracy and independence. Reuters has 14,500 staff in 91 countries. This includes 2,300 editorial staff in 196 bureaux serving 129 countries, making Reuters the world's largest international multimedia news agency. In 2004, Reuters Group revenues were £2.9 billion.

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