

Smart Global gets m-Wise to the benefits of a bespoke platform

Submitted by: Smart Global

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London, 8 June 2005: London-based Smart Global, the UK's first one-stop-shop for mobile data services targeted at SMEs, today announced its partnership with m-Wise Inc (OTC BB:MWIS.OB). m-Wise, a leading technology provider in the field of content management and provisioning has developed a tailored solution to suit Smart Global's offering, which is delivered in partnership with network operator O2.

The m-Wise Platform enables Smart Global to offer an end-to-end service to mobile subscribers from online registration and over-the-air delivery of the service directly to the customer's mobile device, to flexible real-time subscription-based billing. The system also allows subscribers full access to their account, allowing them to manage the services, add users and view all related information. The Platform is connected to more than 10 technology vendors, as well as to various billing, SMS and MMS providers. In total 12 business mobile services are offered.

Says Rachel Perry, COO of Smart Global: "We have spent two years developing a suite of applications that meet the requirements of small and medium businesses and believe that by removing the need for expensive, time-consuming back office installation and IT integration we have presented the ultimate solution to the market. I am delighted to have forged this relationship with m-Wise, whose industry-leading solutions are the glue which holds our entire product offer together."

Says Zach Sivan, vice president of marketing at m-Wise Inc: "We are delighted to be working with Smart Global, bringing their vision to life. This is a major win for us in the UK market."

Smart Global's services are offered on an initial 30-day trial period.

Ends

For further information please contact Mel Diamond at The SPA Way on 07855 255863 or e-mail Melanie.diamond@thespaway.com

For further information about m-Wise please contact Zach Sivan at zach@m-wise.com

Notes to Editors:

About Smart Global Limited

Smart Global, a UK based company in partnership with network operator O2, is the world's first provider of mobile data services 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.

www.smartglobal.com

About m-Wise

Founded in February 2000, m-Wise has rapidly established itself as a leading technology provider with the de facto Service Delivery Platform and related value-added data engines for Mobile Operators, Wireless ASPs, and large content and media providers.

Working closely with leading operators, ASPs and content providers, m-Wise is committed to take the lead and keep up to date with the latest industry headways in areas as diverse as content management and delivery, infotainment, mobile gaming and mobile community services.

www.m-wise.com