

Qwikker Helps 3 Deliver Music to Non-3 Customers

Submitted by: MUSTARD PR

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- Exclusive P Diddy Track Available For Download From the Qwikker Pub Network -

London, UK November, 28th 2006, Qwikker (www.qwikker.com), the leading provider of user-driven, on-location mobile content distribution has announced that it supported 3's promotion of the newly launched 3MusicStore. Qwikker enabled mobile users to freely download an exclusive music track remix from P Diddy's 'Press Play' album. The track 'The Future' was available to everyone via Bluetooth, regardless of mobile operator, through Qwikker's network of 450 pub locations.

This Qwikker promotion, ran between 6th to the 20th November 2006, and was one of a number of marketing initiatives run by 3 to promote its new 3MusicStore, but crucially enabled the operator to extend its outreach and communicate with non-3 customers. Qwikker's network utilises Bluetooth, therefore there are no data charges incurred by mobile users for content delivered to their handset. Qwikker allows brands to deliver 'freemium' content at no cost to end users, as well as premium content payable by SMS, credit card or cash.

Visitors to any Qwikker enabled pub location were alerted to the 'FreeTrackFrom3' with an invite to receive content sent via Bluetooth. If the customer chose to accept, the track was sent to the customer's handset and was available to play immediately plus stored for later play. Uniquely, Qwikker's service automatically detects the device make and model, which then sends content specifically formatted for each device thus ensuring a rich end user experience.

Qwikker provides ongoing reporting and analysis in order to give brands the capability to measure the response rates and acceptance of content-driven marketing in exact detail.

"3 identified our mobile content distribution network as a means to connect with existing and potential customers through a highly targeted and measurable channel. Our service enables operators to get relevant content into the hands of consumers who are not necessarily on their network, which is quite a compelling proposition." said Saul Kato, CEO Qwikker.

In addition to the delivery of single media files and content items, Qwikker allows brands to deliver mobile channels, which are collections of user-selectable content, interactive information, and clickable links for users to respond directly to brands at a more convenient time.

Content can consist of video clips, games, Java apps, MP3s (used at the Virgin Mobile V-Festival and the recent Robbie Williams tour), ringtones, images, mobile coupons, and links to outside internet sites.

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Qwikker is a local and social content distribution platform for mobile phones that allows the easy and free discovery, downloading, and sharing of content. Qwikker enables consumer brands to deliver content via a direct-to-mobile network of interactive service points in key social and public locations. Brands can further extend their relationship with consumers by creating an interactive experience that delivers

tailored content (either free or premium), which can be downloaded onto mobile devices. Content includes video clips, games, MP3s and ringtones, images, mobile coupons, and links to WAP sites or phone numbers.

Qwikker Channels is a java-based free mobile phone service which enables consumers to download on-demand content and information via all available connections on their phone, including Bluetooth, WAP and SMS. Mobile channels and the content items within them can be distributed from location to phone and then forwarded by consumers, giving brands the opportunity to leverage the power of peer-to-peer content sharing.

Qwikker runs the largest direct-to-mobile location content network in the world, with over 650 Bluetooth content distribution points across the UK in pubs, clubs, concerts, festivals, cinemas, public spaces and the London Underground. Fast and easy to install, Qwikker's portable service points can also be deployed for one-time or seasonal events.

Brands which have leveraged the Qwikker network include Yahoo!, Channel 4, Electronic Arts, Universal Music, 20th Century Fox, Red Bull, Virgin Mobile, Robbie Williams/ie: music, Nokia and Universal Pictures. Backed by Sequoia Capital and Enterprise Partners Venture Capital, Qwikker has offices in San Francisco and London.

www.qwikker.com

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