

Rapid Mobile Media takes MSHK Group to Mobile

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- Brand Experience Extended through Delivery of Interactive Mobile Applications -

Mobile World Congress, Barcelona – 16th February, 2009 – Rapid Mobile Media Ltd (<http://www.rapid-mobile.com>), provider of innovative mobile service delivery solutions, today announced an agreement with MSHK Group (<http://www.mshkgroup.com/>) (whose portfolio includes iconic global brands such as Ministry of Sound, Hed Kandi, Hard2Beat and Global Underground) to deliver a range of mobile applications that capture the style, fun and entertainment values associated with their music and entertainment brands. The interactive applications will enable MSHK Group to further extend its engagement with consumers through compelling content designed to take advantage of contemporary handset capabilities.

Rapid Mobile's ThinkPhone delivery platforms and Ad360 mobile advertising server will maximise reach for MSHK Group's service and provide additional branding and monetisation opportunities, whilst delivering the best possible user experience.

"MSHK Group is already a multi platform, lifestyle offering for our audience, so launching these fun brand extensions into mobile is a natural step for us", said Patrick Hagenaar, Head of Mobile at MSHK Group. "Rapid Mobile proved they could help to translate our core values into memorable mobile experiences and deliver them directly to our global customer base, building on our community and driving our business forward."

"Engaging with consumers through their mobile phones is a powerful mechanism for the entertainment industry to deliver sophisticated and appealing interaction," Jeremy Copp, Rapid Mobile Media CEO commented. "Not only can we ensure that all users are reached – wherever they may be – but we can help our customers deliver the highest possible quality mobile experiences that reinforce brand values and encourage loyalty. The MSHK Group ethos fits perfectly with today's mobile society, and we look forward to helping launch a range of applications that will keep the brand at the forefront of club culture."

Rapid Mobile Media are exhibiting at Mobile World Congress, Barcelona, Hall 7, Stand D84.

About Rapid Mobile Media Ltd

Rapid Mobile Media is an Edinburgh-based software company licensing platforms that enable automatic optimisation, delivery and installation of services, applications and content on any mobile phone, without the need for user intervention or device-side agents. The company's ThinkPhone Deliver platform and ThinkPhone Design environment allow the rapid deployment of any type of service to the mobile environment, and have to date automatically provisioned more than 4,000 phone types. The ThinkPhone Direct platform provides automatic delivery and optimisation of mobile internet sites. The Ad360 platform provides complete management of mobile advertising campaigns, allowing graphical and textual adverts to automatically be delivered to the selected WAP, SMS, MMS or application channels at the highest possible

quality. For more information please visit <http://www.rapid-mobile.com>

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