Medio Systems Support Extends to T-Mobile's New web2go Service

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- Leading Mobile Search Provider Integrates with Yahoo! to Help Deliver Outstanding Mobile + Web Solution -

Barcelona, Spain – Feb. 17, 2009 – Today at the 2009 GSMA Mobile World Congress, Medio Systems (http://www.medio.com) (www.medio.com), a leader in mobile search, announced that its continued relationship with T-Mobile USA (http://www.t-mobile.com/Company/) extends to support for T-Mobile's new web2go™ service. Medio will deliver its best-in-class mobile index of consumable content as a part of Yahoo! oneSearch™ (http://mobile.yahoo.com/onesearch)results, presenting T-Mobile® customers with the most relevant results for downloadable content.

"T-Mobile is an outstanding partner, and we are proud that our mobile search solution continues to be available to millions of its customers," said Rob Lilleness, president and COO, Medio Systems. "We are also excited to integrate with Yahoo! to combine the best web and mobile solutions to deliver the best experience for consumers. This is a perfect example of how Medio works with a broad range of content providers and leading Internet search brands to provide the most comprehensive, consumer-friendly and mobile-optimised search results."

"One of the key advantages of our web2go service and Yahoo! oneSearch is providing customers with a more intuitive and integrated mobile search experience," said Ian McKerlich, Director of Mobile Web and Content, T-Mobile USA. " Medio's solution makes it easier for people to find the content they know they want and, equally important, discover new content."

Medio's analytics-driven mobile search and merchandising solution will continue to help T-Mobile's web2go customers more easily find mobile downloadable content by enhancing customers' search experience, thereby resulting in fewer clicks to reach a desired result and higher overall satisfaction among T-Mobile's customers. As a result, T-Mobile customers engaged in a search will receive exposure to popular types of content, including CallerTunes® (ringback tones), games and wallpapers, and will discover the depth and breadth of the web2go catalogue. For example, a customer searching for a Madonna ringtone will learn about every available Madonna ringtone, CallerTune, and wallpaper item that can be played or displayed on that customer's handset. The search results that are obtained are sorted not only by content type, but also by popularity.

About Medio

Medio provides a mobile-optimised platform that leverages analytics and predictive insights to surface the most relevant content for every user and handset. Medio's configurable mobile platform allows operators and publishers to aggregate and manage their content, applications and services to deliver the best mobile search and discovery experience to their customers, while utilising data and analytics to maximise business opportunities. Medio's platform was created specifically for mobile, and has been adopted by leading operators and publishers worldwide.

Medio was named a World Economic Forum Technology Pioneer in 2008 and one of IDC's 10 Wireless Entertainment Players to Watch in 2008, and was a recipient of Frost & Sullivan's 2008 North American Mobility Award. The company is privately held and headquartered in Seattle. For more information, visit http://www.medio.com.

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