



**MILANO—Jan. 22, 2009—NEOMOBILE**, a leading provider of Mobile Entertainment services, announced today a partnership with ADECEF, a pioneer in End-To-End Quality of Service testing technology. Under this agreement, ADECEF will provide the necessary testing infrastructure and support in all operational countries of NEOMOBILE, allowing the execution of automated E2E testing procedures of content channels and value added services offered by NEOMOBILE to its customers through interactive 2G/3G experiences, via SMS, WAP, MMS, etc.

**NEOMOBILE** has been offering direct-to-consumer (D2C) mobile content since 2004, bringing to the market through its popular consumer brands (such as DIndo and VipMobile) a wide variety of services aimed at satisfying the entire range of “mobile entertainment needs”. With D2C operations in Italy (where it is currently the market leader), Spain, France, Turkey and Brazil, the Company has an active customer base of over 3 million users to which it delivers mobile content and services (Mainly Ringtones, Games, Graphics, News, Wap Chat) bundled into packages based on user interests (E.g. soccer, gossip, music, etc).

**ADECEF** is a mobile technology vendor, specializing in E2E QoS solutions. ADECEF’s flagship product, Telgat Mobile Content Monitor, allows real traffic execution through GSM/UMTS distributed probes, targeting NEOMOBILE’s content delivery platforms, both 2G and 3G. End user experience is therefore under permanent monitoring, through the execution of automated and configurable test suites. A centralized SIM multiplexer allows tests to be executed through all involved carriers, in order to verify SLA’s compliance and obtain useful benchmarking information.

“Our deployment of ADECEF’s QoS technology is a straight consequence of NEOMOBILE’s strict quality policies, aiming to ensure rich and interactive experiences to all customers” said Gianluca D’Agostino, CEO of the NEOMOBILE Group. “We strongly believe we will benefit from this initiative registering higher customer loyalty and further increasing user acquisition rates”.

Pablo Maffei, ADECEF’s CEO commented regarding the transaction: “We are proud to help NEOMOBILE in achieving the highest levels of quality in their mobile content delivery activity and ensuring top interactive experiences for their customers. Our engineers are committed to working with customer’s content managers to automatically reproduce all NEOMOBILE’s business cases from an End-To-End perspective, allowing early service degradation detection from a centralized location, whatever the content actually provided, thus leading to immediate troubleshooting and fixing”.

### **ABOUT NEOMOBILE:**

NEOMOBILE SpA is a global Mobile Entertainment group with commercial operations throughout Europe, Middle east, Latin America and Asia Pacific.

The Company, initially focused on Direct-to-Consumer services, began operations in Italy as the Mobile Content Services division of Teleunit SpA and in February 2007 was separately incorporated as NEOMOBILE SpA. After the successful start-up of operations in Spain, Turkey and Brazil, in January In 2009 the Company entered the B2B segment and consolidated its international presence through the incorporation of Arena Mobile, a global B2B leader in mobile content and services, with active collaborations with over 120 network operators and 30 media players throughout the world.

The Group’s main shareholders are Teleunit SpA (Italian Telco listed on LSE since ‘04) and MPS Venture (Monte dei Paschi di Siena Bank’s Private Equity). NEOMOBILE is headquartered in Rome and has other offices in Perugia, Madrid, Barcelona, Lisbon, Casablanca, London, Paris, Istanbul, Dacca, Mumbai, Shangai, Tokyo, México City, São Paulo.

For more information visit [www.neomobilegroup.com](http://www.neomobilegroup.com) or contact [media.relations@neomobile.it](mailto:media.relations@neomobile.it)