


 Cactus mobile

PRESS RELEASE

Cactus mobile announces new line of business

Cactus mobile has enjoyed great success in its mobile entertainment business for the last 3 years. The company is expanding its D2C business by entering several international markets during 2007, including Sweden and United Kingdom.

As a provider of end-user oriented mobile entertainment, Cactus mobile already work with a wide variety of content providers, producers and licensing agents. We have gathered great experience in the filed of content acquiring, management and sale. As a natural extension of our content oriented business we are now expanding our business to include a brand new B2B oriented unit named CMCM.

CMCM is short for Cactus Mobile Content Management and is our newly formed content acquiring, management and sales unit. CMCM will handle all content business for Cactus mobile, including sub-licensing and business-to-business sales.



Our first step towards a business-to-business oriented operation includes the acquisition of the Content Licensing Company; HotPhone Ltd. Already a well-

known mobile licensing agent, this gives our CMCM unit a jumpstart.

With this announcement we take our first steps towards a new line of business, and we invite all our partners, including new potential partners, to join our CMCM business by submitting their content to us for international, professional and well managed distribution.

Our website will shortly feature a dedicated CMCM section located at:

<http://www.cactusmobile.com/cmcm>

For more information please contact our CMCM team:


 Cactus mobile®

Cactus Mobile AS (Group HQ)

Cort Adellersgt. 33, 6th floor
N-0254 Oslo
Norway

Switchboard: +47 815 66 128

CMCM Email: cmcm@cactusmobile.com