



## ***MPORTAL EXCEEDS MID-YEAR GROWTH PREDICTIONS***

### ***Increasing importance of mobile discovery and delivery contributes to the success of this mobile content and application enabler***

**Vienna, Virginia – August 28, 2006** – mPortal Inc., a leading enabler of mobile content and applications, today announced that it has surpassed its predicted growth levels for mid-year 2006 due in part to the influx of mobile applications into the U.S. market and the accelerated adoption of mobile content discovery tools. mPortal's platform and services are essential in allowing end users to easily navigate, find, preview and purchase mobile content. Over the course of the year, mPortal has announced that industry leaders -- such as Disney Mobile and TV Guide -- are using mPortal to provide differentiated mobile data services to their subscribers.

The success of mPortal comes at a time when the industry is focusing on how mobile users access content. In April, Informa issued a comprehensive report on mobile content, "Mobile Search and Content Discovery." The report advises operators to deliver the right content to the right user, with page views and downloads playing an important part of this story. The resulting experience will be more satisfactory and profitable for both the operator and the user.

"This is indeed the year for mobile content, and media companies are transitioning their offerings to mobile devices in previously unseen numbers," said Peggy Anne Salz, who authored the report for Informa. "With this influx of content comes the need to be able to quickly navigate and discover it. Without these capabilities, it does not matter if it the content is on- or off-portal because it is unusable."

"mPortal's success this year mirrors the growth trajectory of the industry and shows the emergence of mobile content as more of a mainstream topic," said D.P. Venkatesh, CEO of mPortal. "The companies that will exceed expectations are those that look at mobile content from a user experience perspective. Elements of discovery include navigation and handset usability, and, when done well, mobile discovery provides the end user with a seamless experience."

Highlights of the past year include:

- July – Former Oracle executive Michael McCray joins mPortal as chief operating officer
- May – mPortal named a "Red Herring 100" winner in discovery and delivery of mobile content

- May – Company gains spot on the prestigious “Fierce 15” sponsored by Fierce Wireless
- April – mPortal announces that it will power Disney Mobile Data Services by providing the SPRINGBOARD™ Smart Client and SPRINGBOARD™ Content Delivery Manager to deliver personalized content and data to Disney Mobile users
- April – TV Guide announces that it will use mPortal’s SPRINGBOARD Smart Client technology in its mobile programming and services offering

Members of mPortal’s executive team will be speaking at the following industry events:

- September 7 – London: Informa’s *Mobile Applications Platforms and OS*
- September 11 – Los Angeles: Billboard’s *MECCA* at CTIA
- September 27 – New York: Informa’s *MVNO Sustainable Business Models*
- October 3 – Washington, DC: TiE-DC’s *In the Crystal Ball: Beyond the Ringtone...The Future of Wireless and Media*
- October 11 – Los Angeles: TeleStrategies’ *Mobile Digital Content Operations*
- October 25 – San Diego: Informa’s *World Handset Forum*

#### **About mPortal**

mPortal Inc., founded in 2000, enables mobile content and applications for Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), Content Providers and Enterprises. mPortal’s products and services assist its customers to create, launch, manage, and monetize mobile content and applications across multiple mobile devices and networks. As a total solution provider, mPortal eliminates the complexities involved in launching mobile content and applications. With mPortal as a strategic partner, its customers focus on their core business and rely on mPortal to provide its expertise and experience in launching revenue-generating mobile content and applications. mPortal’s customers include top tier mobile operators, leading MVNOs, content providers, and Fortune 500 enterprise customers such as Alltel, AOL, Disney Mobile, Mobile ESPN, Reliance Infocomm, TV Guide, Verizon Wireless, and XEROX. mPortal has offices in the US and India and serves a variety of global customers. For more information, please visit [www.mportal.com](http://www.mportal.com).

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