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Air2Web Creates Largest US Network of Direct Carrier Connections

UK-Based C3LLX Uses Air2Web to Distribute Ringtones

February 28, 2005. Atlanta, Georgia. Air2Web announced that they have created the largest network of direct carrier connections in the US, for mobile content delivery, of any wireless solutions provider. Air2Web, the leading provider of wireless applications and content gateway services, has established direct connections to the top 10 US wireless carriers and through these connections can reach 91% of the US mobile market, approximately 163 million mobile subscribers.

Air2Web now maintains an infrastructure capable of wireless alerts, two-way text messaging, content delivery (ringtones, wallpaper, horoscopes, games, etc.), and Premium Messaging to all of the major US wireless carriers. Air2Web currently has mobile deployments in over 140 countries on more than 470 carrier networks and enables two-way text messaging services worldwide.

New Content Customers

C3LLX Inc. --- C3LLX Inc, a leading international player in the fast growing mobile content delivery and applications market, has selected Air2Web to give them wireless access to the US market. C3LLX is using Air2Web's direct carrier connections and Premium Rate capabilities to offer ringtones, horoscopes, games and animation to the youth market. C3LLX's content is being branded as 'Partycell' in the US.
www.partycell.com.

In a report by Yankee Group, they projected that by 2008, the U.S. audio accessory market, including ringtones, ring tunes and calling tones, will be worth \$1 billion USD. Consect, a leading provider of US mobile market analysis, including ringtone and other mobile entertainment metrics, charts and reports, announced in their November 2004 Mobile Music Report that the US market would have total ringtone sales of \$300MM in 2004, having doubled from \$150MM in 2003. <http://consect.com/>

US Carrier ---As a further confirmation of Air2Web's carrier connections, Air2Web's **2Notify product** (a text messaging solution used to enable wireless alerts, two-way text messaging, and Premium text messaging) was licensed by one of the world's largest wireless carriers to successfully operate countless mobile marketing campaigns in support of men's college basketball, reality TV, movie promotions, stock car racing, professional football, college football and others.

“Our clients are seeing incredible response rates to the opt-in mobile content they are offering to their customers,” said Dale Gonzalez, Air2Web CTO. “Air2Web’s ability to distribute two-way text messaging and premium content to over 90% of the nation’s cell phones enables consumer brand companies, content providers and marketing firms to concentrate on what they do best- -product development, promotion and distribution.”

“Air2Web is proud to be working with such progressive and distinguished companies as C3LLX, and we will continue to enhance our wireless infrastructure and add features for multimedia delivery which appeal to our customers,” continued Gonzalez.

About Air2Web’s Direct Connections/ Cross-Carrier Content Gateway

To date, Air2Web has operated the largest number of cross-carrier mobile campaigns using its direct carrier connections, which make up Air2Web’s Content Gateway platform. As a key feature of the Gateway, Air2Web also provides the most comprehensive U.S. premium billing capability for revenue sharing with content providers. The premium billing, plus Air2Web’s Campaign Manager and dedicated carrier connections, is the foundation for the **Content Gateway**.

In addition to the **Air2Web Gateway** being used as a platform for content providers, aggregators, and media companies to deliver ringtones, wallpaper, etc, Air2Web’s Gateway is being used by retailers, consumer brand companies and marketing companies globally to engage customers through interactive mobile contests, polls, trivia, and product promotions.

Air2Web currently sends out thousands of mobile coupons weekly for three of the largest retailers in India and many sports and entertainment companies use Air2Web to incorporate wireless polls, trivia games, etc. into their programming to further enhance their brand. SportsLine.com and The PGA TOUR use the Air2Web Gateway to wirelessly deliver up- to -the minute scores, news, and information to sports fans. As a leading content deliverer, Air2Web insures that content is provided to mobile subscribers ONLY under an opt-in/permissions-only basis, so as to avoid mobile spam.

About Air2Web

Air2Web is the leading provider of wireless applications and content gateway services, with wireless deployments in over 140 countries on more than 470 carrier networks. Air2Web customers are protected from the complexities of writing multiple applications for multiple devices and networks. Customers also benefit from Air2Web’s direct connections into carrier networks for creating and executing cross-carrier mobile marketing campaigns. Air2Web’s clients include Cingular Wireless, UPS, ABN AMRO, CSX Intermodal, Nextel, CitiBank, ICICI, SportsLine.com, InterContinental Hotels Group, and the Weather Channel. For more information see www.air2web.com.

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