



PRESS RELEASE

**Mobease launches *mobifindit!*™,
the first freely downloadable search engine for mobile phones.**

- Thanks to an intuitive search function and the mobile content indexing system, *mobifindit!*™, the first freely downloadable search engine for mobile phones, really simplifies the life of mobile phone users - *mobifindit!*™ is available in two versions; one for the end-consumer and one for the wireless industry players -

Bordeaux, September 18, 2006 - Find any content on your mobile with a single click and avoid browsing through the endless menus; such was the challenge that Mobease took up by proposing the revolutionary mobile search engine, *mobifindit!* A phone number, a photograph, an MP3 tune, a function of the handset, instructions, *mobifindit!* makes it possible by simply typing the first letters or figures of the search. All content on the phone is indexed by the search engine within *mobifindit!*.

In its white-labelled version, *mobifindit!* also integrates the feature of searching through sponsored key words. This version allows mobile operators, content providers and manufacturers to use *mobifindit!* as a universal and genuine search engine, mixing both personal content and wap portal content in a single, and simple to use, interface.

Florent Pitoun, founder of Mobease and creator of *mobifindit!*, declared: *"Mobifindit!'s sole purpose is to simplify life for end-users. Mobile phones offer increasingly rich content but also come with increased complexity. Because of that, people undoubtedly exploit only a quarter of the potential of their mobile phone. Mobifindit! , like the famous web search engines, offers an incredibly simple interface and, as on the web, has a side discovery effect which will incite users to go from link to link."*

Designed by Mobease, *mobifindit!* is a light software application of 98kb that users can download from www.mobifindit.com. Mobease also believes in its viral marketing effects to make its application known as well as relying on the possibility to transfer its application by email, Bluetooth and infra-red! In its launch version, *mobifindit!* addresses the Symbian platform (Series 60) and will be extended to the other major mobile platforms of the market.



With a very international flavour right from the very first version, mobifindit! is available in French, English, German, Italian and Spanish.

Even before its commercial launch, mobifindit! has been rewarded by the mobile community with its first award during the “Innovate! Europe” conference in May 2006 in Saragossa (Spain), organized by the Guidewire group.

About Mobease

Mobease designs, develops and markets applications and services for mobile phones whose vocation is to ease the life of mobile users. The company launched the first freely downloadable search engine dedicated to the mobile phones, **mobifindit!**™ in September 2006. In May 2006, Mobease received the price Guidewire Group Global Innovator at the time of the Innovate conference! Europe 2006. Created in March 2006 by Florent Pitoun (formerly Product Marketing Director at IN-FUSIO), Mobease is, to date, privately financed.

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