

BPL Mobile enables Real Internet on mobile with InfoGin

Becomes the first operator in India to facilitate internet browsing on WAP portal

Kfar-Saba, Israel, and Mumbai, India, 26 January 2008 - InfoGin (www.infogin.com), a pioneer and global market leader in the field of Web-to-mobile Content & Functionality Adaptation solutions today announced that BPL Mobile, India's leading mobile service provider - which topped the GSM operators with overall user satisfaction, as published by the Telecom Regulatory Authority of India (TRAI) in December 2008, - selected InfoGin's Intelligent Mobile Platform™ (IMP™) to launch a new mobile internet service, offering real Internet browsing on any mobile device for both postpaid & prepaid BPL Mobile subscribers.

This makes BPL Mobile the first mobile operator in India to offer the Real Internet as a genuine service from its WAP portal. The new, easy to navigate service, is offered through WAP portal of BPL Mobile, "@Cafe" and enables users to quickly access any Web site on any mobile device and enjoy a PC-like surfing experience.

"India is one of the world's fastest growing mobile data markets. BPL Mobile has clearly focused its efforts on innovative leadership by introducing its subscribers to state of the art advanced mobile data services," said Eran Wyler, CEO & Founder of InfoGin. "We are very excited to make our first entry to the Indian market, which is of significant and strategic importance to us as a global company. By choosing InfoGin to enable real Internet browsing on mobile, BPL Mobile has joined the top league of carriers around the world and the millions of satisfied users enjoying the wealth of Internet content on their mobiles."

"With this partnership we have reached our goal of launching the first ever mobile internet service in India. The new service is in line with our strategy to provide the most enjoyable, exciting and innovative services," said Mr. Sunzay Passari, Vice President, VAS & Devices at BPL Mobile.

About BPL Mobile- Get in the Loop

Having started its services in 1995, BPL Mobile distinguishes itself as the longest serving telecom brand in the country, currently operates in Mumbai, India and today serves over 1.8 million happy and satisfied subscribers. In the Voice and Data Mobile User Satisfaction Survey 2007, which assessed Cellular Mobile Services across all GSM and CDMA service providers, BPL Mobile emerged as the cellular service provider in Mumbai delivering the highest customer satisfaction. BPL Mobile is one of the very few cellular service providers nationally to have met all benchmarks on parameters set by TRAI and we

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stand alongside only two other operators across the country who surpassed the stiff 90% qualifying benchmark by TRAI. Being in the service industry and customer centricity being at the core, BPL Mobile also ranked #1 in Customer care. Since 2005 we have consistently excelled and led the pack for three years running, going to prove how well we understand customer service. We have consistently met and exceeded TRAI benchmarks according to the Report on the Indian Telecom Services Performance Indicators, 2007. BPL Mobile also credits itself as the first operator in the country to offer GPRS/MMS, Caller Ring Tunes and also launch IN (Intelligent Network).

About InfoGin

Established in April 2000, InfoGin is a pioneer and market leader offering a complete Web-to-mobile content & functionality adaptation solution that provides mobile users with the ultimate Internet experience on any mobile device. Based on more than eight years of research, InfoGin's patented technology ranges from a fully automatic and real time intelligent conversion engine to professional content editing and marketing tools. The Intelligent Mobile Platform™ (IMP™) enables complete control over all content delivered to mobile devices.

InfoGin's technology is commercially deployed with more than 40 customers including top tier operators, leading content aggregators and search providers worldwide. InfoGin's customers report a phenomenal increase in data usage, doubling their overall portal traffic in less than three months - without cannibalizing their existing data offerings, and reducing by more than 80% the operational costs of creating content and managing the configuration of mobile devices. InfoGin's technology has provided more than 20 million mobile users across the globe the best real Internet surfing experience on a daily basis, spanning more than 7,000 mobile devices.

InfoGin's IMP™ is a complete Content & Functionality Adaptation platform that supports all mobile browsers, languages and advanced Web page features, and is available in a number of operating systems. For more information, visit www.infogin.com.

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