

Add2Phone SMASH references expands:

WIRELESS REVOLUTION IN MUSIC PROMOTION

X-IT Records GmbH, a leading independent German dance music record label and a mobile entertainment company Mobilehit Ltd. have created the first ever wireless record and artist promotion campaign in Germany. Campaign has been successfully launched with Add2Phone's SMASH (Smart Mobile Advertisement Server) software.

The campaign promotes the new album by SASH! called Trilenium. SASH! is one of the leading dance music artist in Europe, with such hits as Encore Une Fois, Equador and Adelante. SASH! features regularly on MTV and VIVA music channels.

SASH! fans can now download to their mobile telephones a SASH! logo and "With My Own Eyes " ring-tone from official SASH! Internet sites for a packaged price of DM 2,4. Later fans can also receive free SASH! information up-dates directly to their mobile phones. Currently the campaign is supported by Nokia™ handsets only.

"This campaign we launched is another way for X-IT Records to utilize new methods of promotion and digital distribution to make our artists' music available for fans wherever they are and whenever they want it " said Andreas Schläbitz, the President of X-IT Records "Through mobile handsets fans have a convenient access to their favorite music and it also promotes interactivity between artists and their fans".

The SASH! mobile campaign represents the beginning of a new and exciting era where wireless networks will not only revolutionize the distribution of music and other digital entertainment content, but will also change the way entertainment is created, managed and enjoyed. The number of mobile phone users is estimated to exceed one billion in 2001, comments Mr. Juha Tulokas, CEO of London based Mobilehit Ltd.

"Mobile advertising brings in a new opportunity for advertisers to promote brand, products and build customer loyalty. The campaign is the perfect example of a well-designed content service and related product promotions packaged into a fun and entertaining experience", comments Mr Jari Anttonen, Executive Vice President Central European of Add2Phone.

"X-IT Records is a leader in terms of the promotion services and innovations. It is absolutely fabulous to see promotions like this carried out extremely successfully with Add2Phone SMASH technology", comments Mr. Andreas Schläbitz.

About X-IT records:

X – IT Records developed from a dance music trend label to a more and more commercial music releasing company without leaving its focus inside the clubs. SASH! is the first worldwide international successful artist who sold over 16 Mio units of his musical products. To find new channels and possibilities to promote and basically sell records is one of the most important tasks for X-IT Records in the near future.

X-IT Record Contact:

Mr Andreas Schlaebitz

Email: andreas@x-it.com

Mr Oliver Roesner
Email: oliver@x-it.com
Tel: +49 221 948 681 24

About Mobilehit:

Mobilehit produces, publishes, promotes and distributes interactive entertainment content through mobile networks to various wireless end-devices. It develops and operates demographically segmented Wireless Entertainment Channels that feature rich content with built in recognition appeal, location based services and advanced m-commerce marketplaces.

Mobilehit also designs and implements wireless promotion campaigns for various entertainment clients in music, TV, sports and movie industries.

Mobilehit Contact:

Mr Juha Tulokas
Email: juha.tulokas@mobilehit.com
Tel: +33 611214603

Mr Kristian Ylinen
Email: kristian.ylinen@mobilehit.com
Tel: +358 50 65323

About Add2Phone

*Add2Phone is a global forerunner wireless software technology company with its roots in the 'mobile silicon valley' of Helsinki, Finland. The company's leading-edge SMASH technology integrates wireless advertising, value-added services and mobile electronic commerce. Add2Phone develops new service concepts and models for wireless networks operators, advertisers and other value-added service providers such as wireless service and portal providers. More information:
www.add2phone.com*

Add2Phone Contact:**Add2Phone Ltd.**

Kaisaniemenkatu 1 B a 68
00100 Helsinki, Finland

Mr Jari Anttonen, Executive Vice President, Sales
Tel. +49 171 604 5162
Email: jari.anttonen@add2phone.com

Mr Esa Saukkonen, Vice President, Business Development
Tel. +358 50 554 8400
Email: esa.saukkonen@add2phone.com