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Iquity Systems brings Mobile Advertising to Eastern Europe.

First sponsored mobile service goes live in Poland.

Stockholm, November 8, 2001 – Iquity Systems, the leader in Mobile Media solutions, is successfully breaking new ground in Eastern Europe. The No. 1 mobile operator in Poland, Era, has implemented Iquity Systems' software platform and introduced a sponsored mobile telephony test service to Polish consumers.

"It's just what we need to boost mobile usage in this country and grow our own share of the market", says Mr. Przemyslaw Czarnecki, Era's Executive Director, Product Development and Management. "Consumers will jump at the chance of slashing their phone bills — and indeed at getting an affordable mobile subscription in the first place. Many advertisers are seriously considering this service as an alternative way of contact with potential clients. To them, we're opening up an entirely new way of reaching out to their target audiences."

Era, which currently has 3.5 million mobile subscribers across Poland, opened its GSM network in 1996, and Mr. Przemyslaw Czarnecki is confident that the new sponsored service will further fuel the rapid growth.

Iquity Systems' software platform, the acclaimed *Iquity Mobile Media Suite™*, makes it possible for mobile operators to offer subscribers a subsidized phone service in return for accepting brief advertising messages, delivered through their mobile phones. Consumers sign up for the sponsored service by completing a questionnaire with their personal interests and preferences. This information is then used to precisely target ad campaigns to each consumer's profile.

By incorporating the Iquity Systems software platform in their networks, operators can transform mobile phones into an interactive conduit, efficiently delivering timely, relevant messages to targeted audiences in exchange for lower phone rates. This simple concept has already appealed to nearly half a million mobile subscribers — along with over 200 premier advertisers, such as Citroën,

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Hugo Boss, Monster.com, Procter & Gamble, Siemens, Toshiba, Unilever, Warner and Yahoo!

“Eastern Europe’s rapidly expanding economies create an ideal market landscape for our proposition”, says Kicki Wallje-Lund, Iquity Systems’ CEO. “Mobile telephony and consumer advertising are both steadily on the rise, and the influx of new consumer products and brands continues to be strong.”

“In Western Europe, we’ve seen up to 97 percent approval ratings from mobile subscribers who have tried a sponsored service. I expect the same high numbers in Poland — and in neighboring countries down the road.”

About Iquity Systems, Inc.

Iquity Systems is a global software development company that has created a powerful and dynamic new advertising medium. Iquity Systems’ new Fifth Channel™ of advertising transcends traditional and online vehicles by transforming mobile devices into an interactive conduit, efficiently delivering timely, personalized messages to diverse target audiences. Iquity Systems’ unique software platform, Iquity Mobile Media Suite™, delivers a suite of business solutions to telecommunication companies looking to add value for their customers and extend their subscriber base, as well as retailers looking to build and strengthen customer loyalty. Headquartered in New York, with an office in Stockholm, Iquity Systems was founded in 1995. For more information about Iquity Systems, please visit www.iquity.com.

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