

Mobifusion Establishes and Expands India-based Operations

Mobifusion, Inc., a global developer, publisher and distributor of mobile applications and technologies, today announced the establishment and expansion of its Delhi, India office and promotion of Prashant Gupta to Managing Director of Mobifusion's India Center.

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Mobifusion, Inc., a global developer, publisher and distributor of mobile applications and technologies, today announced the establishment and expansion of its Delhi, India office that focuses on product development and engineering for the company's mobile content portfolio.

Mobifusion has been rapidly expanding its presence in India over the past six months, growing its headcount more than 2000% from one employee in August 2006 to a current staff of 25. The company plans to double in employee size by the end of 2007. To support this growth, Mobifusion also announced it has promoted Prashant Gupta to Managing Director of Mobifusion's India Center.

*'Mobifusion is committed to building a strong Indian presence and believes that expansion of operations is just the beginning,' said **Pavan Mandhani, president and CEO of Mobifusion.** 'Prashant Gupta will play a key role in not only the management of our talented employee pool, but also will be instrumental in overseeing content production and platform development that will contribute to the overall growth of our global business.'*

According to Gupta, India has quickly emerged as one of the world's major telecom markets. *'Mobifusion was quick to learn that it must leverage the product development and engineering talent India has to offer,'* said Gupta. *'I am excited about the opportunities we have in India and believe that by expanding our operations here, we can further enhance our market position across Asia which will benefit our mobile content retail partners, wireless operators and customers tremendously.'*

Prior to joining Mobifusion as a Director of Product Management, Gupta served as RAZR Maxx Product Manager for Motorola. Gupta holds an M.B.A. from Northwestern University's Kellogg School of Management.

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About Mobifusion

A pioneer in the emerging world of mobilemedia, Mobifusion provides cellular operators and carriers, publishers and content providers with a rich new channel for customer acquisition and loyalty, and service upsells. Mobifusion is led by an executive team with backgrounds in publishing, mobile marketing and software development. Mobifusion products are sold through wireless carriers and online retailers. For more information, visit www.mobifusion.com.

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