

Mobifusion Teams Up With India's Premier Wireless Operator, Spice Telecom

To Launch Rich Collection of Applications - First time any operator has offered unlimited hand-held access to vast catalog of content.

Fremont, CA, September 10, 2007 /[India PRwire](http://www.indiaprwire.com)/ -- Mobifusion Inc., a global publisher of premium mobile content, today announced a new partnership with Spice Telecom, a premier cellular service provider in the states of Punjab and Karnataka, covering Bangalore. Spice's mobile subscribers will now have access to Mobifusion's rich catalog of premium content that include such titles as; Roget's Thesaurus, London Guide, *The Art of War* by Sun Tzu, Sanjeev Kapoor's Recipes and Everyday wisdom.

"At Spice, we pride ourselves in providing our customers with world-class innovative products and services that are designed for users that expect more from their mobile experience – not just wallpapers, ring tones and games!" said Prakash Nanani, CEO of Spice Telecom. "By teaming up with Mobifusion, we are uniquely positioned to be the first operator to provide an interactive, globally-recognized group of premium content options that is well-matched to our subscribers' needs and interests."

"The Indian telecom industry is going through a boom right now and we wanted to create an experience that is both educational and affordable, and of course mobile," said Prashant Gupta, Managing Director of Mobifusion's India Center. "Spice came to us with a desire to strengthen its commitment to the Indian market with mobile content that responds to local needs. With our vast network of relationships with key media, brands, publishers and others, we are able to quickly provide first-class content for the Spice customer at an affordable price."

Pavan Mandhani, CEO and Founder of California-based Mobifusion, noted that "Mobile content today is about creating content that is informative, referential and educational. Operators such as Spice are expected to deliver personalized services to their customers and Mobifusion's award-winning technology enables these carriers to expand their mobile content offerings in a seamless, fast and efficient manner."

Notes to Editor

About Mobifusion

A pioneer in the emerging world of mobile media, Mobifusion provides cellular operators and carriers, publishers and content providers with a rich new channel for customer acquisition and loyalty, and service upsells. Mobifusion products are sold through wireless carriers and online retailers worldwide. For more information, visit www.mobifusion.com.

About Spice Telecom, Punjab

Spice Telecom, the brand name of Spice Communications Limited is presently operating Cellular Phone Services in the states of Punjab and Karnataka. Considered as one of the best service providers of mobile telephony in India, Spice Telecom has been promoted by Modi Wellvest Private Limited.

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