



FOR IMMEDIATE RELEASE

Mobile Interactive Group selected as strategic mobile billing partner by 4D Interactive

London, 25th July 2007: Mobile Interactive Group (MIG), the UK's leading provider of multimedia mobile interactive services has been selected by 4D Interactive, the leading social media agency, as its preferred supplier to deliver high speed premium billing solutions, throughout 4D Interactive services.

The 2 year contract will see 4D Interactive utilising MIG's mobile high speed mobile billing platforms including SMS, MMS and Payforit.

The contract signifies a clear focus for both businesses to work with best of breed in the relevant sectors, with MIG delivering carrier grade, high capacity services for 4D Interactive and their customers.

Rob Weisz, Director of Wholesale Services said: "We are very excited about the partnership. A core focus for both companies will be radically improving the delivery and success of existing services and developing new business, whilst developing new opportunities and highlighting other synergies across the MIG group of companies which include 4th Screen advertising and Digital Jigsaw."

David Lee, MD, 4D Interactive commented: "We own two of the largest multi-platform social networks in the country and as such we wanted to work with the best mobile billing provider in the market. The team at MIG deliver the security, reliability and versatility we'll require as our mobile-centric chat and dating services extend from Voice, TV and 3G Video onto the Web, the Mobile Web and IPTV."

- ENDS -

press release



For further information, interviews or photography please contact:

Tim Banks - infomob Public Relations
tim@infomob.co.uk
T. +44 (0) 8707 652 564
M. +44 (0) 7771 512 057

About Mobile Interactive Group

Mobile Interactive Group (MIG) is a global multimedia mobile services provider and the market leader in the UK. Using its own purpose built technology and the experience of a team of mobile experts, MIG focuses on five core areas:

- **Mobile Billing** – Multi-operator billing and payment services across SMS, premium-SMS, MMS, WAP billing, Video shortcodes and Voice shortcodes
- **Mobile Applications** – High-capacity and high-performance technology purpose built for the interactive mobile services market
- **Mass Participation Events** – Ranging from Live8 ticketing to mass TV-votes to event services such as The X Factor and O2 Wireless
- **Interactive Marketing Services** – CRM services, interactive services to TV advertisers and agency services to on-mobile advertisers
- **Mobile Video Production** - A complete turnkey solution for mobile video including concept, filming, pre- and post-production, distribution and delivery

Across these five core areas, MIG works closely with broadcasters, brands, agencies, media, handset manufacturers and mobile operator partners within the UK, Ireland, Europe and Asia.

www.migcan.com

About 4D Interactive

- 4D Interactive is a London-based social media company that creatively connects businesses, people and content through mobile and landline phones.
- Our B2B products include **Social Networking, User-Generated Content, Mobile Content Hosting** and **Communications** services.
- 4D also owns and operates Chatbox and Gay Network, two of the UK's largest phone-based social network brands on Voice IVR, 3G Video, TV (Sky channels 874/873) and the Web.
- In February, 2007 4D was named to the O2/Real Business "50 To Watch in Mobile" list by a leading panel of experts and made it's debut on the Sunday Times' "Profit Track 100" list of the UK's most successful companies in the same year.
- A privately-held company in operation since 1993, 4D is based in Wandsworth, London and is an active member of the Direct Marketing, Premium Rate and Mobile Marketing Associations.

www.4dinteractive.co.uk

For more information please contact Chris McLellan, New Media Manager, on +44 (0) 7789 438 777 or email press@4dinteractive.co.uk