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4D Named “One to Watch” In Mobile

Company Named To The 2007 Real Business/O2 ‘50 to Watch in Mobile’ List

London, 13 February 2007: 4D Interactive Ltd., the UK social media company, has today announced that it has been named to the O2/Real Business “50 To Watch in Mobile” list by a leading panel of experts.

The list, which is sponsored by mobile operator O2 and published by Real Business magazine, names the 50 most promising mobile phone service and technology companies operating in the United Kingdom today. The finalists were selected from a list of more than 200 UK companies by an independent panel of experts including Ovum analyst Eden Zoller, MDA chairman Mike Short, SpinVox founder Christina Domecq and WebMobility Ventures chairman Ken Blakeslee. The judging panel included a group of industry experts from O2, the Mobile Data Association and market analysts Ovum, among others.

David Lee, Managing Director at 4D Interactive says, “Making this list is a great achievement for 4D and a solid endorsement of our business strategy. With the Social Networking and UGC markets evolving so rapidly we’re very proud to still be on top. We’ll certainly continue to work hard to live up to the title of being “One to Watch” in this vibrant sector.”

The criteria for selection is that the companies are British, growing, profitable, have a sound future and a certain x-factor which sets them apart.

Mark Stansfield, sales director at O2, said: "The use of mobile technology is rapidly evolving thanks to highly innovative and talented companies such as the 50 we have listed. The UK mobile data market alone is set to be worth nearly £1 billion by 2009. As customers become more sophisticated in their adoption of mobile services, the demand for newer and better services will only increase."

- ENDS -

Notes to the editor:

4 Facts About 4D

- 4D Interactive is a London-based B2B communications agency that creatively connects businesses, people and content through their mobile and landline phones.
- Our products include Mobile Social Networking, Content Hosting, User-Generated Content, Content Moderation and Communications services
- 4D also owns and operates consumer Social Networking brands operating on Interactive Voice, Television (Sky), SMS/MMS, 3G Video and the Web
- 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

<http://www.realbusiness.co.uk/50ToWatch.aspx>

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