

news release

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iO global appoints Alcatel-Lucent and 3 executives to support 2008 growth drive

Mobile World Congress - Barcelona, 11-14 February 2008, Stand 2C126, Hall 2-0

Barcelona, Spain: iO™ global, the world leading provider of converged digital media solutions, is pleased to announce the arrival of two new team members who will play a pivotal role in the continued expansion of the business over the coming months. Peter Northing, who has joined from recognised industry leader network operator 3, has been appointed as Vice President, Marketing. In addition, Matt West, previously Vice President of Content & Future Media for Alcatel-Lucent, has taken the newly established role of Managing Director, Emerging Markets.


Prior to joining iO global, Peter Northing was Director of Products and Services for 3, where for 3 years he led the teams responsible for music, TV, internet, user generated content, games, football and mobile advertising. He was also responsible for product delivery, product development and the user experience on Planet 3, the 3 portal.

Matt West joined iO global after almost three years at Alcatel-Lucent where he was responsible for managing and developing global relationships and agreements with media and content companies. Now, Matt will concentrate on developing partnerships with network operators in Africa, Middle East and Eastern Europe to continue iO's recent growth in these markets

Commenting on the two appointments, Martin Knestrick, CEO, iO global, said: "Both Peter and Matt will be great assets to the iO global team. They already have established excellent reputations in the industry and bring a wealth of experience to the business. At iO global, we are focused on sustaining an innovative, world-leading business, and with the combination of a great entrepreneurial team and the continued development of our products and partnerships, the next twelve months are certainly going to be an exciting time for us."



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For further information on iO global's range of software and services, visit stand 2C126 in Hall 2-0 at Mobile World Congress, Barcelona, 11-14 February 2008. Alternatively, visit www.io-me.com.

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Notes to Editors:

About iO™ global

iO™ global provides the software and services to enable Network Operators, Media Brands and Advertisers to collaborate in a trading model to personalize and monetize their interactions with individuals on the run. iO's mobile experience solutions™ turn the mobile device into the individual's "remote control" for using digital content and services anytime, anyplace, anywhere. iO™ global was created in May 2005 by British Telecommunications and New Venture Partners after 5 years of development in BT's Research Laboratories.

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