



PRESS RELEASE

io global scoops Silver at the Mobile Search Awards

Converged digital media specialists recognised for Best Technology Innovation Software

23 September 2008

Ipswich, UK: io global limited, the digital media solutions provider, is celebrating after being awarded *Best Technology Innovation Software* at the 2008 Mobile Search Awards. The Silver award was presented to io global for its digital relationship platform, which the judges considered to be a market-leading proposition.

The exciting work currently underway with mobile network operators, service providers, and world-leading media brands was judged to provide the very best example in the market of a technology solution that can meet the growing needs of service providers and advertisers to deliver highly personalised and highly relevant content to end-users.

Brendan Dowling, CEO, io global said: "We are extremely pleased to have received this recognition at the Mobile Search Awards. With the backing of a great entrepreneurial team and the continued development of innovative products and services, I believe io global is becoming a major player in this space. No doubt you will be hearing more about the company over the coming months as it continues to deliver exciting new services."

Organised by VisionGain, the Mobile Search Awards are in place to honour those businesses and individuals who have raised the bar within the mobile search and discovery industry.



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For further information on io global's range of technology and services, visit www.io-me.com.

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Notes to Editors:

About io global limited:

io global limited is an award winning provider of converged digital media solutions that enables engaging digital customer relationships.

Dimensional Targeting™ underpins all io global's solutions, which are hosted from a state of the art digital platform. This technology enables brand owners, network operators, media businesses and retailers, for example, to provide highly targeted, relevant, personalised content and messages to their chosen audience.

io global is currently deployed with mobile operators with a user base of 25M+, with Tier 1 network operators and is working closely with the Mobile Marketing Association to investigate the power of targeted advertising in the USA.

Industry entrepreneurs, BT and New Venture Partners formed io global after five years development in BT's Research Laboratories. io global has offices in Ipswich, London and New York. www.io-me.com

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