

STREAMEZZO ANNOUNCES MILESTONES AND PROGRESS IN ITS MISSION TO UNIFY THE MOBILE ECOSYSTEM

Award-Winning Open Mobile Platform Addresses Needs of Operators and Developers, Supporting Hundreds of Handsets and All Major Operating Systems Including Android and iPhone

Paris, France — September 16, 2008 — Streamezzo, creator of the Universal Software Platform™ that overcomes mobile industry fragmentation and powers the Mobile Internet, today announced its progress toward the company's overall mission. The two-part mission consists of; 1) unifying the mobile industry ecosystem through an open and universally accessible software infrastructure, and 2) offering end-users the ultimate mobile user experience via a rich, multimedia environment. Founded in January 2004, Streamezzo holds a significant head start over Apple's iPhone platform and Google's Android initiative — each of which seek to address one of these two pressing industry issues.

Overview – The Universal Software Platform:

Nearly 4 years in development, Streamezzo's Universal Software Platform is an end-to-end software framework that overcomes the challenges of industry fragmentation caused by competing mobile operating systems, networking technologies and handset designs. The platform is based on an innovative and insightful client-server architecture in which a customized client application (on the device) and Streamezzo's content server software create an "abstraction layer" which operates "above" the fragmentation caused by the industry's lack of true mobile standards.

Mobile O/S Compatibility:

Streamezzo's rich media-based software platform is compatible with all major mobile operating systems, including: Windows Mobile, Symbian, Brew, Java, Linux, Android, and Apple's proprietary iPhone O/S. Software developers can now create mobile applications that "write once, run anywhere" on Streamezzo's software environment.

Mobile Device Certifications:

Streamezzo's comprehensive software platform is certified for interoperability on hundreds of mobile devices – a number that is increasing rapidly as the company's engineers certify approximately 50 new devices each month.

Compatibility with Major Mobile Technology Standards:

Streamezzo is interoperable with a wide variety of mobile networking standards and protocols, including: GPRS, EDGE, UMTS, CDMA, EVDO, and WiFi. Additionally, the Universal Software Platform seamlessly supports video applications in both unicast (VOD/streaming) and broadcast (e.g. DVB-H, S-DMB) modes, along with support for a broad array of audio and video codecs.

Funding Status To-Date:

To date, the company has completed three successful funding rounds raising a total of \$48 million (33 million Euros) from an expanded roster of top-tier investors. Investors participating in Streamezzo's successful Round C financing include: Sofinnova Partners, Qualcomm, AXA Private Equity, I-Source Gestion, Sofinnova Ventures, NTEC and GET Valorisation.

Streamezzo – Award-Winning Technologies:

Since April 2008, Streamezzo has been named the recipient of several of the industry's highest honors. In April the company was honored to win the Red Herring 100 Europe, an award given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region each year. In June of this year, Technology Marketing Corporation's (TMC®) Communications Solutions magazine (www.comsolmag.com) named Streamezzo as the recipient of its 2007 Product of the Year. These awards are simply the latest in a series of powerful endorsements of Streamezzo's innovative technologies.

A Global Roster of Our Blue Chip Customers:

Streamezzo's software platform is in use by nearly 50 of the world's largest companies – primarily mobile operators, handset manufacturers and global service providers. To-date some of Streamezzo's customers include: SFR, Orange-Israel, Nokia, Neuf Cegetel, Telecom Italia Mobile, Telstra, Samsung, M1, and many more.

Simplifying Mobile Development with Streamezzo Workbench SDK™:

In February 2008, the company unveiled its Workbench SDK open development platform. Today, 6 months later, while Android and other open mobile platform plans are still in development, Streamezzo has been busy deploying cross-platform, rich media mobile services for over 2 years. Workbench SDK empowers developers, system integrators and the rest of the mobile community to develop mobile applications once and run them in virtually any mobile environment.

A Suite of Ready-Made Skinnable Applications for Developers:

Streamezzo recently released four pre-built, skinnable applications for use in developing compelling new rich media-based mobile applications and services: Music Player, VoD Player, RSS Reader, and Photo Gallery. These standalone applications can be easily deployed for use on all mobile operating systems. Now, developers and mobile development agencies can rapidly create and deploy fully branded mobile websites, news portals, video and music entertainment portals, and can easily integrate these applications with existing mobile services.

"Content providers and application developers spend considerable time and effort creating and adapting rich content and services for the complexities of today's mobile environment. Instead of adapting existing content, these resources could be better invested in the creation of new content, application innovation, and the marketing of existing titles, which would substantially enhance mobile content and services penetration," said James Brehm, Senior Consultant, Mobile Communications Practice, Frost & Sullivan. "Frost & Sullivan believes that the Streamezzo platform is a breakthrough in solving one of the mobile industry's great challenges."

“Android shares our goal of overcoming fragmentation via an open mobile operating environment, but their approach compounds the problem by introducing yet another mobile operating system,” said Pierre-Emmanuel Struyven CEO of Streamezzo. “And iPhone deserves high marks for demonstrating the power of a compelling user experience, but in the process they have also compounded the problem with new proprietary hardware, software and another operating system that developers must now contend with. Streamezzo has clearly demonstrated our commitment and progress towards concurrently solving the fragmentation issue and creating the ultimate rich media user experience.”

About Streamezzo:

Headquartered in Paris, Streamezzo is leading the Mobile Internet revolution with its Universal Software Platform; enabling the design, development and deployment of compelling rich media mobile services that operate flawlessly on virtually any mobile device. Streamezzo’s comprehensive software framework, innovative client-server architecture and pre-built rich media service components provide an end-to-end platform that enables virtually any organization to create and deliver mobile services and applications offering the ultimate user experience. Through Streamezzo, the mobile ecosystem is freed from the limitations of today’s fragmented industry infrastructure and empowered with a universal software standard for mobile service creation. To learn more about the future of mobile communications, please visit www.streamezzo.com.

NOTE TO EDITORS: To view a demonstration of Streamezzo’s Universal Software Platform or to access downloadable graphics and images, please visit:
<http://www.streamezzo.com/eng/news/gallery.php>.

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Contacts:

Isabelle Jourdain

[Streamezzo](http://www.streamezzo.com)

Phone: +33 (0)450 32 36 01

isabelle.jourdain@streamezzo.com

Derek Peterson

[Skyya Communications](http://www.skyyacom.com)

Phone: +1 952 949 1371

derek.peterson@skyya.com