

Iconic Hispanic Rapper Down A.K.A. Kilo goes mobile with Xpressmo and Netbiscuits

Partnership will offer the hip hop star's fan base best user experience on any mobile device – via app and mobile Web

Reston, VA, and Novato, CA, March 24, 2010 - Netbiscuits, the leading cloud-based publishing platform for the mobile Web, and Xpressmo, provider of an authoring and delivery platform for mobile apps, today announced their cooperation to enable Down A.K.A. Kilo to reach out to his fan base while on the move. Fans can now experience rich media and exclusive content of the hip hop super star both via smartphone apps and the mobile Web.

Down AKA Kilo is an enthusiastic user of social media to keep close to his fans, friends and followers. Consequently, the mobile website and apps feature Down A.K.A. Kilo's Twitter messages and enable tell-a-friend functionality to spread the word. Exclusive mobile content includes latest videos and radio show footage besides news, ringtones, wallpapers and rich media downloads via iTunes and other channels.

Xpressmo has already implemented Down A.K.A. Kilo mobile apps for Android, Blackberry and Java phones with their Xpressmo CDER platform. It leverages open systems and enables non-programmers to easily create compelling mobile experiences and expose services like advertising, map directions, streaming video, instant messaging, chat, music, points-of-interest, local weather, entertainment events and news feeds.

To enable Down A.K.A. Kilo content for the mobile Web, Xpressmo embraced Netbiscuits award winning mobile publishing platform. It provides global device management and optimized rich media content delivery, thus enabling a unique user experience from smartphones down to the long tail of simpler web-enabled devices. For the Down A.K.A. Kilo iPhone app, Xpressmo took advantage of the Netbiscuits-based mobile website, facilitating trouble-free real-time content synchronization.

"It's all good. My movie, Locs glasses, radio show, tweets are all there", said Down. "It was cool seeing my app on all those phones."

"Kilo hits a key demographic and has already reached double platinum status in music downloads. We are excited to bring his fans exclusive content and unique experience across all top selling devices", said Xpressmo VP and co-founder B. McKinley Hackett III. "By using Netbiscuits in conjunction to our native application platform we were able to rapidly build a fully-functional cross-platform suite of mobile apps. We have taken these apps and customized the user experience on an artist-by-artist basis to help our exclusive content partners generate new revenue using our proven mobile content delivery platform."

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Press Release

"We are very pleased to support Xpressmo to expand their business to the mobile Web," adds Ran Farmer, Managing Director of Netbiscuits Inc. "Enabling mobile apps and websites makes the application specialist a true 360-degree promotion partner in the music industry for channel-related revenue opportunities."

The free mobile apps of Down A.K.A. Kilo are available at <http://xpressmo.com/pool/196540/> and on the Apple App Store at <http://itunes.apple.com/us/app/down-aka-kilo/id355767435?mt=8>.

About Netbiscuits

Netbiscuits operates the world's leading B2B web software platform for the creation, operation and monetization of mobile websites. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2 billion mobile page impressions each month. Founded in 2000, the company has 80 employees in the USA, Germany, and Singapore.

The award winning Netbiscuits platform is available as a web-based software service. At www.netbiscuits.com all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally accepted ME Award for the „Best Mobile Publishing Platform“.

About Xpressmo

Express Mobile has a mobile platform for content owners (labels, artists, and brands) which leverage their traffic by tying together all of the social networks and websites of the content owner and enabling transactions for digital and branded content. The platform enables content owners to monetize their content and realize an order of magnitude higher return than existing options. The platform runs across a wide spectrum of Smartphones. Applications can be implemented in days vs. months. For more information, visit <http://xpressmo.com>

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