

## **Silverstreet joins Mobile Entertainment Forum (MEF)**

Oosterhout, November 12th 2009

Netherlands headquartered mobile messaging and payments carrier Silverstreet has announced its official entry as the newest member of the Mobile Entertainment Forum (MEF).

As a member of MEF, Silverstreet joins a high-class range of leading global companies who are working to deliver mobile telecommunications guidelines, services and applications to mobile telecommunications operators and their customers. So as to solidify its own position and assist with the progression of MEF, Silverstreet aims to become an active member in both the EMEA and Asian chapters.

Silverstreet mobile solutions are already driving the adoption of many developed and emerging mobile operators by enabling the rapid development of a new phase in its mobile messaging platform with targets of catering more than 10 billion messages in 2010 which is more than five times the growth rate of 2009.

“I strongly believe our business can only multiply if we share,” said Mr. Simon Landsheer, Chief Commercial Officer of Silverstreet BV. “Silverstreet will be an asset to the forum given our global mobile knowledge and network”.

Establishing membership in MEF formalizes Silverstreet’s ongoing commitment to driving further innovation in the mobile telecommunications industry. Silverstreet currently offers mobile messaging services that include complex functions like traffic management, Quality of Service and Service Level Agreement (SLA) to government agencies, Mobile Network Operators, corporate level entities, non-profit organizations and aggregators.

“Participation in MEF enables Silverstreet to gain early insight into the mobile telecommunications requirements for mobile applications and services,” said Mr. Bas Peters, Chief Technology Officer at Silverstreet BV. “Understanding these requirements will drive Silverstreet’s research and technology development, enable application developers to deliver highly-innovative products to our customers.”

### **About Silverstreet BV**

Silverstreet, founded in 1999, is a specialist in Mobile Messaging (SMS) offering global MT termination options (covering more than 700 networks) and focusing specifically on mission critical traffic and high volume (wholesale) clients.

Our footprint is global. Next to our global reach with non billed messages we have coverage with Premium SMS in 26 countries and are always expanding. Currently Silverstreet employs 37 mobile professionals, has offices in Netherlands, Germany, Israel, Malaysia and Australia, and has reached a volume of over 2 billion SMS messages thus far in 2009.

For Press Enquiries, please contact:

Silverstreet bv  
Mr. Simon Landsheer  
tel: +60193317092  
email: [press@silverstreet.com](mailto:press@silverstreet.com)  
[www.silverstreet.com](http://www.silverstreet.com)

### **About Mobile Entertainment Forum (MEF)**

The Mobile Entertainment Forum was formed in 2000 to represent companies throughout the entire mobile entertainment value chain. As the global trade association of the mobile media industry, MEF works on behalf of its diverse membership to drive mobile entertainment adoption, shape regulation and deliver competitive advantage to its members.

With global headquarters in London, a Hollywood-based Americas secretariat, an Asian chapter in Singapore and the newly expanded EMEA branch, MEF's network of members represents a veritable 'Who's Who' of mobile entertainment businesses and entrepreneurs. For more information and a full list of members please visit:

[www.m-e-f.org](http://www.m-e-f.org).

For Press Enquiries, please contact:

Alexis Dalrymple / Kirstyn Langford  
Hotwire PR  
[Alexis.Dalrymple@hotwirepr.com](mailto:Alexis.Dalrymple@hotwirepr.com) / [kirstyn.langford@hotwirepr.com](mailto:kirstyn.langford@hotwirepr.com)  
+44 (0)7739 333 288/ +44 (0)7738507680