

WAU Movil Wins Top Global Award for Mobile Commerce

2010 'Meffy' Award Recognizes WAU as Best Resource for Global Brands and Technology Companies to 'Go Mobile' in Latin America

Miami, FL – June 23, 2010 – [WAU Movil](#) (pronounced “Wow!”), Latin America’s largest mobile transaction network, today announced it received a prestigious [2010 Meffy Award](#) for its breakthrough work in Latin America, one of the fastest growing mobile markets in the world. The “Meffys,” the Emmys of the mobile industry, recognize innovation and accomplishment in a number of categories. WAU, which landed top honors in mobile commerce, offers the first comprehensive mobile messaging services platform for global brands wanting to execute successful mobile marketing campaigns in Latin America.

“WAU is honored to be recognized with a Meffy award as one of the mobile media industry’s most influential players and top m-commerce providers,” said Jorge Partidas, CEO of WAU Movil. “Our integrated mobile messaging platform, the first in Latin America, removes the complexities of doing business in the region. As a result, WAU is helping a who’s who of global brands effectively reach this large and dynamic audience, one that is actively embracing the mobile channel.”

WAU provides its customers with a one-stop-shop for engaging and monetizing mobile consumers in Latin America, home to about half a billion wireless subscribers. With offices in 17 countries and connectivity across the 50-plus carriers in the region, WAU acts as a local guide for its customers - providing the technology, services and intimate knowledge of regional business practices to effectively reach consumers.

Hosted by the [Mobile Entertainment Forum](#), the Meffy Awards recognize innovative apps, services and mobile connected devices from across the globe. As the global trade association of the mobile media industry, the Mobile Entertainment Forum works on behalf of its diverse membership to drive mobile entertainment adoption, shape regulation and deliver competitive advantage to its members.

In a previously released statement, Rimma Perelmuter, Executive Director of MEF, said: “MEF is proud to celebrate a diverse \$36 billion mobile media industry which continues to innovate and thrive. This year’s Meffys winners highlight the industry’s true coming of age with an array of content-focused applications, cross-platform media and mobile commerce offerings. The Meffys have become the global standard for measuring success and serve as a window to the industry’s future.”

In recognition of WAU, Perelmuter added, “Congratulations to Wau Movil for consolidating the LATAM market and providing a single point of entry through which businesses can bill their services throughout the region.”

About WAU Movil.

WAU is Latin America’s largest mobile transaction network, providing a single point of contact for mobile messaging connectivity and billing services to global companies looking to expand their services to Latin America. With headquarters in Miami, FL, offices in 17

countries and connectivity with over 50 wireless operators, WAU simplifies doing mobile business in Latin America, helping its customers efficiently reach, engage and monetize the region's burgeoning mobile consumer base.

For more information, please see www.waumovil.com or contact:

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