

**WAU Movil Selected As 2010 Meffys Awards Finalist  
by The Mobile Entertainment Forum**

***Company Tapped in ‘M-Commerce’ Category for its Comprehensive Mobile Messaging  
Connectivity and Billing Services in Latin America***

**Miami, FL – June 3, 2010** – [WAU Movil](#) (pronounced “Wow”), Latin America’s only single point of contact for engaging and monetizing mobile consumers across the region, today announced it is a finalist in the [2010 Meffys Awards](#), the mobile industry’s version of the “Oscars.” Hosted by the [Mobile Entertainment Forum](#) (MEF), the Meffys Awards recognize innovative apps, services and mobile connected devices from across the globe, and will be announced at a gala awards dinner on June 21<sup>st</sup> in London.

WAU offers the first comprehensive mobile messaging services platform for global brands wanting to execute successful mobile marketing campaigns in Latin America. With offices in 16 countries, WAU acts as a local guide, providing customers with the technology, services and intimate knowledge of Latin America’s business practices to effectively reach consumers across the region.

In a previously released statement, Rimma Perelmuter, Executive Director of MEF, said: “The 2010 Meffys shortlist reflects the profound changes and opportunities occurring in the current mobile media and entertainment industries. Mobile is no longer a standalone platform but is increasingly an integrated and integral gateway to engaging, entertaining and satisfying consumers. Amongst the entries were some excellent examples of mobile being deeply integrated with content and services on other platforms to provide consumers with a holistic, compelling and immersive experience across their media consumption touch points.”

Added Jorge Partidas, CEO of WAU Movil, “Latin America has a large and growing base of savvy mobile consumers, but it’s fragmented by country, currency, carriers, languages and technologies - for starters. WAU is the first to provide a one-stop-shop for companies to engage mobile consumers across the 50-plus carriers in the region, in any country, using any currency. We’re honored to be recognized by the MEF and its distinguished panel of judges as a finalist for this prestigious award.”

The Mobile Entertainment Forum’s annual Meffys Awards honor the mobile media industry’s most influential players from around the world. 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.

**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](http://www.waumovil.com) or contact:

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