



FOR IMMEDIATE RELEASE

Medio Expands Mobile Search to Europe, Partners with T-Mobile International

New t-zones mobile content search service heralds a new generation in search with relevant answers and a made-for-mobile experience.

London, UK (September 10, 2007) Medio Systems Inc., today announced that T-Mobile International has launched a new mobile search service to its European t-zones customers based on Medio's powerful mobile search technology. The cutting edge t-zones mobile content search solution, which will be available to all T-Mobile's t-zones customers in five European countries, has already been deployed in the United Kingdom, Germany, Austria and the Netherlands. The service will also be rolled out in the Czech Republic later this month. Under the agreement, mobile advertising will also form part of the new T-Mobile service and is expected to start the rollout internationally before the end of the year.

t-zones mobile search has been specifically designed to overcome the physical constraints of the mobile screen by providing a simple, click-saving experience which returns relevant answers instead of links. Optimised to provide the best search experience possible on all handsets, the new t-zones mobile search allows customers to conduct searches for many types of information and mobile content from a single, easy to use search box on the t-zones portal.

The sophisticated analytics behind t-zones mobile search solution provides subscribers with highly relevant answers and recommendations covering multiple content types across a constantly evolving set of content areas, including:

- Music downloads, including Realtones, Ringtones and the Mobile Jukebox: Subscribers can find music by searching for song titles, artist names, albums, genres of music etc.
- Games: Subscribers can find and play their favourite games on mobile by searching game titles, genres, developers, etc.
- Pictures, including Wallpapers and Logos. Ability to discover images of favourite artists, actors, places and more by name, category, theme, etc.
- Videos: Subscribers can browse mobile video content in t-zones' extensive catalogue and partners by genre, artist, keyword, etc.
- News & Information: Facility to search and find answers from hundreds of content sources.
- The Mobile Web: Returning content from the mobile web--sites optimized for mobile handsets.

Medio Systems, Inc.

One Convention Place 701 Pike Street 15th Floor Seattle, WA 98101
206.262.3700 FAX 206.262.3799 www.medio.com

“The mobile web is poised for swift expansion and growth as the popularity of online search shifts to the handset,” said Brian Lent, CEO for Medio Systems. “The ability to search intuitively on a mobile handset effectively changes the nature of search for the consumer forever and opens up a new era of access to time-relevant or location-centric information for use in daily life. Using our search solution, T-Mobile’s t-zones customers across Europe will be able to access a range of content types when and where they need it most. This signals the start of a trend that will eventually see mobile overtaking online as the preferred and most used search option.”

Ingo Schneider, VP Mobile Internet, stated: “T-Mobile is very pleased to have Medio as a partner for mobile content search. Mobile Search plays an ever increasing role in our customer’s use of the mobile web, particularly to drive the relevance and use of our large catalogue of mobile content offered on our t-zones portal..”

T-Mobile is planning to support mobile advertising in form of sponsored links based on Medio’s mobile search advertising solution that is connected to the open advertising market place. Medio’s mobile advertising solution is based on the same sophisticated analytics that drive the answers on the search platform. In addition, t-zones mobile content search will also learn individual subscriber preferences around recurrent search themes as a way to further simplify the mobile search experience and add value to the end user.

About Medio Systems

Medio Systems delivers best-in-class mobile search and mobile advertising solutions that help mobile operators implement the best customer experience and allow advertisers reach their intended target audiences. Created specifically for mobile, Medio Mobile Search combines an intuitive, effortless user interface with powerful recommendation and personalization technologies.

Medio’s exclusive focus on mobile is the key to delivering the most relevant answers across all categories, including downloadable content, local search and the mobile web. Direct search answers originate from over 300 content sources, and a mobile web index that covers tens of thousands of the most popular mobile web sites.

With the precise targeting capabilities of the mobile search platform, the Medio MobileNow ad network enables advertisers to identify and reach audiences that are interested in what they are selling—at just the right time—to achieve the best results for their campaign. Through our unique partnerships with mobile carriers ads can be integrated into the consumers’ mobile search experience where increased relevance drives maximum response.

For more information visit: www.medio.com

About T-Mobile International

T-Mobile International is one of the world’s leading companies in mobile communications. As one of Deutsche Telekom’s three strategic business units, T-Mobile concentrates on the most dynamic markets in Europe and the United States. Almost 112 million mobile customers were served by companies of the Deutsche Telekom group by June 30, 2007. The common technology platform is based on GSM, the world’s most successful digital wireless standard. This also makes T-Mobile the only mobile communications provider with a seamless transatlantic service.

T-Mobile also is partner of FreeMove, an alliance consisting of four of Europe’s leading mobile companies - Orange, TIM (Telecom Italia Mobile) T-Mobile and TeliaSonera – to help their customers communicate as easily while travelling abroad as they do at home.

For more information about T-Mobile International, please visit www.t-mobile.net

For more information, contact:

Andy Riley, AxiCom +44 208 392 4073, andy.riley@axicom.com or
James Wood, AxiCom +44 208 392 4063, james.wood@axicom.com

Medio Systems, Inc.

One Convention Place 701 Pike Street 15th Floor Seattle, WA 98101
206.262.3700 FAX 206.262.3799 www.medio.com