

InfoGin named Global Finalist in GSM Association's 2009 Mobile Innovation Global Competition

Kfar Saba, Israel, 24 September 2008 - InfoGin, a leading pioneer in the field of Web-to-mobile content and functionality adaptation solutions was announced overall winner of the 'virtual' online round of the GSMA Association's (GSMA) 2009 Mobile Innovation Global Competition which was held in Israel at the Microsoft R&D Center.

The win puts InfoGin into the global final - as a semi-finalist in the Most Innovative Carrier Infrastructure or Platform Category - and a chance to become the "GSMA Mobile Innovation World Champion" at the Mobile World Congress in Barcelona, next February (16-19 February 2009), where it will compete against finalists from APAC, EMEA and the Americas.

InfoGin continues to lead the market in the field of Web to Mobile content adaptation, enabling mobile users to access any Web site they desire, optimized to any mobile device. InfoGin's unique patented technology automatically in real-time analyzes the Web page for ultimate presentation and navigation, which looks and feels as if the Web page has been customized manually for the specific device.

The Mobile Innovation Global Award Competition was created by the GSMA as part of the Mobile Innovation Market, which encourages breakthrough technology, applications and services in the mobile industry by bringing together smaller companies developing innovative mobile products, industry investors from leading venture capital firms, and senior figures from mobile operators and leading global brands.

"We have been thrilled by the number of high-quality entries received for the first ever virtual tournament, as part of our Global Mobile Innovation Competition," said Bill Gajda, Chief Commercial Officer at the GSMA. "This round has proven to be an invaluable platform for innovators to pitch new ideas to influential executives from the mobile industry. We extend our congratulations to InfoGin, which now goes forward to the finals at the Mobile World Congress, as well as our gratitude to the co-organizers, one of the leading Venture Capital firms in Israel, Carmel Ventures, for making the Virtual Tournament event in Israel such a huge success."

"We are truly honored to receive this recognition from the GSM Association," said Eran Wyler, CEO & Founder of InfoGin. "The InfoGin family has gone through a long and winding road since I established the company in April 2000. It is through InfoGin's excellent teamwork, dedication and complete focus

that we were able to gain the mobile industry's recognition in our innovative technology. This has resulted in more than 21 million happy users across the globe who enjoy surfing the Web on their mobile phones."

About InfoGin

With an internationally proven track record, InfoGin is a world leader and pioneer in the field of Web to Mobile content adaptation, enabling mobile users to access any Web site they desire, optimized to their mobile device. The company's technology centers on the fundamental belief that in order to adapt Web content designed for large screen display to a mobile device, a platform must first "understand" the visual aspect of the page and then present the information according to its importance. InfoGin's patented technology offers a range of solutions, from a fully automatic intelligent conversion engine to professional content-editing and marketing tools that enable full control over the delivered information. InfoGin is dedicated to developing technologies that dramatically reduce the time-to-market of new services, while maximizing the efficiency and the quality of mobile content delivery.

Established in April, 2000, InfoGin is headquartered near Tel Aviv, Israel. For more information, visit www.infogin.com.

Media enquiries:

Hagit Timor

InfoGin

Tel: +972 52 525379

hagit.timor@infogin.com