



Get Sticky With Cherrysauce

Adult Entertainment Portal Makes Mind-Blowing Mobile

Barcelona & London, December 8th. **Cherrysauce**, a seriously sexy new mobile portal dedicated to erotica and adult entertainment was launched today in the UK.

Cherrysauce is a purely mobile portal offering users the biggest brands, videos, photosets, live SMS chat, interactive games, erotic magazines, adult contacts and even live video-chat all delivered straight to the user's mobile phone handset.

Unlike other mobile adult services, **Cherrysauce** is not tied to a single label or platform. The portal delivers a combination of groundbreaking technology with the best erotic brands, content and services to create the first erotic mobile portal that is focused on user entertainment, interactivity and usability.

The company's goal is simple; to make **Cherrysauce** the mobile resource for erotica, the 'yellow pages' of mobile adult entertainment.

Cherrysauce has been founded by Julia Dimambro, former Wireless Commercial Director of Private Media Group, one of the first erotic entertainment companies to look seriously at mobile phones as a new delivery channel. This combination of experience in the adult sector, coupled with background in the mobile telecommunications market gives Dimambro – and Cherrysauce – a unique standpoint on the rapidly evolving area of mobile erotica.

“Our main aims are to find the best possible products and services, make them as simple and easy to access as possible for adult consumers and to ensure that all of our users are entertained”, says Dimambro. “Mobile technology is currently very limited when compared to online and broadcast media. Finding ways to make adult content compelling and accessible given the small screen sizes and lack of design capabilities requires a completely new approach. This is where Cherrysauce intends to make a difference. We believe that mobile will rapidly become an entirely new medium for erotic services. The technology is already pervasive, impulsive and personal. It will allow users to interact with models, scenarios and brands in ways that are simply not possible in other media. They can in effect become part of the fantasy. It will no longer be a purely passive experience.”

Cherrysauce boasts a content library that caters for every taste for straight, bisexual and gay visitors, from simple amateur picture sets, to the world's leading adult stars and almost every type of special interest and fetish.. “Sex is a very personal thing,” insists Dimambro. “What appeals to one person can be a total turn off for another. Adult entertainment is all about escapism and fantasies, but till now, an adult consumer had to wait until they had access to a PC or television and wait to be alone. By then, the original desire has probably disappeared. The impulsive characteristics of sex and desire combined with the accessibility and pervasive nature of mobile phones is a match made in heaven.”

Cherrysauce is developing a whole new generation of services geared specifically to this impulsive and interactive nature of the mobile medium. “Replicating existing content and services for mobile users is not a viable long-term solution,” explains Dimambro. “Simply reproducing the same video clips which can already be found online or on television does not provide the experience or quality to make the mobile content compelling. Using existing streaming or download technology on mobiles, it's possible to produce clips in a way that allows the user to direct the action, interact more directly with the models and decide what happens next. It makes the experience more exciting, more personal and provides the hook to ensure the user visits Cherrysauce again. Content has always been king on the Internet,” argues Dimambro, “but in the mobile world, it will be context. Mobile technology will revolutionize when and how users access entertainment and services. Cherrysauce is going to be at the forefront of this mobile entertainment revolution.”



Ray Anderson, the CEO of mobile infrastructure provider, **Bango.net**, said, "Adult services and erotic content are undoubtedly going to be a major revenue generator on mobile phones. The challenge is to create high quality compelling content, which adds value to the mobile experience. Cherrysauce, has an understanding of both the adult and wireless markets which, combined with its focus on the consumer, promises to give it a valuable advantage in a very rapidly growing area."

The **Cherrysauce** portal has been designed to take advantage of the current generation of mobile phone handsets and network capabilities. Content and services will be launched in line with market penetration of emerging technologies and phones, making Cherrysauce accessible to the majority of phone owners, yet allowing it to constantly push the technical boundaries of the mobile content market. This provides an immediate return on services and incentives to the company's partners, as returns will be forthcoming from launch onwards.

Cherrysauce is also taking all possible precautions to ensure that the portal's content reaches only consenting adults and adheres to all current UK regulations. The company will not send unsolicited e-mail or text messages, relying on marketing to highly targeted and very specific audience sectors. All content will be located behind age-verification procedures and the portal's credit card subscription model will be used wherever possible to fully exploit secure age verification.

The UK launch of **Cherrysauce** will be followed by the rollout of the portal in European territories across 2004. **ENDS.**

About Cherrysauce

Cherrysauce is a mobile portal dedicated to erotica and adult entertainment services. It is the first company that brings an understanding of both the adult entertainment industry as well as the technical capabilities and commercial realities of the global mobile telecommunications sector.

The company was founded by Julia Dimambro (33), who comes from a digital communication background. Upon completing her design B.A. she was headhunted to set up J. Walter Thompson's first 'interactive' division in collaboration with Digital Communications Agency, Deepend. She later went on to help launch Deepend's award winning, New York division. She left the USA in 2001 and joined the Private Media Group in Spain as the Wireless Commercial Director, where she helped set up their new Wireless division and create the business plan for taking adult content to media rich mobile phones.

'I've worked in digital communications for nearly 10 years', says Dimambro. 'The translation of a product or brand into a digital space has the opportunity for so many enhancements', she says. With development experience in every medium from Internet and multimedia to interactive TV and wireless, she has a strong belief in usability. 'The great thing about new medias is that they are never static and develop all the time. However, in the early days, they are often led by technical experts and this can compromise the usability and experience for the user. Sometimes, even I have difficulty accessing a demo or trial product I have been sent, and I am supposed to be more clued up than your average punter on the street. That's why we are building Cherrysauce from a user's standpoint. At every point, I ask - What do THEY want to see on their mobile handsets? How do THEY want to buy it? What do THEY want to do and what will turn THEM on?'