



Cherrysauce Hits A Million - Monthly Quality Content Drives Consumers To Mobile Erotica Provider

February 10th 2005. Quality counts when it comes to mobile erotica according to service provider Cherrysauce, which has seen hits to its saucy mobile portal pass 1,000,000 per month in the first months of 2005.

Additionally, around 12-15% of visitors are continuing on to paid services, as opposed to an average of 2-3% who do the same online.

The company attributes its success to date, to the high quality of its content and unique approach to its mobile concepts. Cherrysauce has agreements in place with some of the world's most famous adult entertainment companies as well as producing its own mobile specific services.

"There's absolutely no doubt that the figures we are seeing are due to the very high quality of the services we offer and the partners we work with," says Julia Dimambro, the managing director of Cherry Media. "Everything Cherrysauce provides, from exclusive photoshoots through to video downloads and daily updates has been optimised from the ground up for mobile devices to ensure it's secure, simple to access and looks great on the handset. A lot of 'adult' content which is on the market today is still coming from sources not intended for mobile, and is launched without proper optimization or design. The key to success in this new market is understanding the mindset of the adult consumer, the capabilities of the mobile environment and ensuring value for money. "

Cherrysauce also ensures its content is suitable for delivery across a wide range of territories and sectors in the mobile marketplace. The company provides high quality, unique mobile glamour content, suitable for a general audience in addition to its stronger content, which is only provided behind a secure, age verification process.

The market for mobile erotica is forecast to exceed \$1 billion USD by 2008. Cherrysauce has positioned itself as a leader in this rapidly growing sector, with experience in both the adult entertainment and mobile communications industries.

"Erotica is already very popular on mobile phones," says Dimambro. "Over 40% of all mobile content sold is erotic. This will continue growing as technology advances and

For Immediate Release:

regulatory issues are resolved. Cherrysauce is committed to providing the highest quality content in a responsible and secure manner. We are already seeing the benefits of this approach and are determined to remain at the forefront of this exciting and rapidly growing new market. We have a number of new deals, partnerships and services in the pipeline for Q1, 2005 and are looking forward to a successful and saucy year."

Cherrysauce is exhibiting at the 3GSM Congress in Cannes. Visit the company at booth CZ27 in Hall 5 (The Content Zone).

ENDS

About Cherrysauce

Cherrysauce has created a rare proposition in today's mobile market. Using the company's unique experience and creative approach to mobile erotica and adult entertainment, Cherrysauce offers turnkey, commercially focused, mobile erotica. Cherrysauce partners with industry leaders for content, billing and services to offer complete or integrated erotic solutions for ALL businesses wanting to earn revenues from the erotic mobile market!

Using a combination of leading, high quality, erotic brands and in-house production facilities, Cherrysauce specialises in creating mobile specific products, formatted and ready to sell. Cherrysauce combines their benchmark products with turnkey distribution solutions or integration into existing partner billing and delivery platforms.

CONTACTS:

Business Development

Julia Dimambro
Cherry Media
E: julia@cherrysauce.com

Media

Brian Baglow
Indoctrinat PR
E: brian@indoctrinat.com
M: +44 (0) 7747 792247