



Nude Is The New Black!

New Deals New Content And New Users For Cherrysauce As Mobile Erotica Continues To Grow

April 11th. 2005 will be remembered as the year the mobile content industry 'got' naked, according to mobile erotica provider Cherrysauce.

In a report published in February 2005, Juniper Research predicted that the mobile erotica market will exceed \$1.10 billion USD in 2005, while the Yankee Group has suggested that almost half of all mobile data traffic is related to adult entertainment. Cherrysauce couldn't agree more after experiencing a huge surge in demand for its products in Quarter One of 2005.

In the last two months, Cherrysauce has negotiated, produced and delivered content to over **20** operator portals and **7** direct-to-consumer portals across **13** territories. Usage on the company's consumer WAP site is now exceeding **1,000,000** hits per month, as announced in March 2005 and demand is still growing.

Cherrysauce now delivers content and services to territories including the UK, Brazil, Spain, France, Holland, Denmark, Greece, Portugal, Turkey, Poland, Russia, Hungary, Singapore, Indonesia, Hong Kong and Malaysia and this list continues to grow on a weekly basis. The company delivers a huge range of products and services – from mobile formatted wallpapers and video downloads through to fully hosted and managed white label versions of its own WAP portal - to an even wider range of territories.

To maintain its leading position in a rapidly expanding and evolving market, Cherrysauce is also constantly updating its catalogue of content and signing agreements with premium partners to ensure the company has the widest range and highest quality content in the world. In the last month Cherrysauce has signed agreements with:

- A specialist *Asian* production company, giving the company access to a portfolio of the world's most beautiful Asian girls
- An *anime* studio, which will provide the company with erotic illustrations and graphics
- A *ringtone* studio with the facility to produce tailor-made 'moan tones'
- *Editorial* staff that are creating a series of episodic sexy stories for mobile browsers and subscribers.

For Immediate Release:

Cherrysauce is an independent company, which has created a credible, responsible and alternative position within the mobile erotica market. The company prides itself on the premium quality of its product portfolio, working directly with the world's leading production houses, rather than with aggregators, to ensure their services guarantee customer satisfaction. Practically all of the girls featured in Cherrysauce products are premium erotic models from across the fashion, glamour and adult industries. Each piece of content provided by Cherrysauce is manually selected and formatted to ensure it provides the highest quality content, which meets the commercial objectives of its partners and gives consumers total satisfaction.

Cherrysauce fully supports the initiatives undertaken by the UK mobile network operators to provide access control on adult content and has experienced a surge in usage for its own consumer adult WAP channel since such procedures were put in place.

Julia Dimambro, the managing director of Cherrysauce, said, "We have been overwhelmed by the response to our products and the immense growth the company has achieved in a such a short space of time. We feel personally proud that we have identified a product and working strategy that is right for the mobile marketplace and that translates worldwide into a service that partners and consumers are confident in. We've created our content specifically for mobile and rate it extremely carefully, so we can accommodate the regulations and requirements in every territory and on every portal. The mobile erotica market is here to stay and the demand from consumers, carriers and portals is growing on a daily basis. By approaching the market responsibly and ensuring that everything we do is the highest possible quality, we're ensuring that Cherrysauce remains a market leader as the market continues to grow."

The new Cherrysauce Spring 2005 product catalogue is now available. Contact: info@cherrysauce.com for more information.

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