

For Immediate Release:



Cherrysauce launches new erotic portal Announcing the most dynamic, white-label, erotic portal available on mobile

September 9th 2005 - Barcelona, London: Leading mobile erotic company, Cherrysauce, today announced the launch of version 2.0 of its popular white label mobile portal.

With three years of dedicated experience in mobile erotica and adult content, Cherrysauce's new portal is the most complete collection of erotic entertainment on mobile. Content includes a wide range of premium quality adult brands, java applications, java games, sms chat, alerts, live video chat, video downloads, interactive wap sites, erotic guides and images, animated downloads and much, much more, created specifically for mobile and updated regularly.

"It really is a theme park of erotica" says Karen Ciulla, newly appointed Content and Distribution Director at Cherrysauce. "We have everything from flirty and fun, through to cool and slick and right up to +18 adult content. Through our extensive experience in mobile erotic entertainment, we have discovered that it's all about diversity and personal choice for the consumer. Erotica is very personal and every erotic consumer has his or her personal preferences. We also have many different partner specifications to fulfil, depending on what level of content they wish to show and which territories they operate within, for example. For this reason we have included many products and services that embrace the entertainment side of erotica and can be successfully positioned within the mainstream market," she continues.

The new portal has been developed on an entirely new platform, designed by and built specifically for Cherrysauce. It incorporates all of the new technology features now available on mobile as well as many forthcoming technologies and services due to hit the market in the near future. This makes it a totally dynamic solution which can easily be expanded, updated, managed and most importantly white-labelled.

The mobile portal, wap.cherrysauce.com has complete global billing & reporting, i-mode support, 3g, wap and xhtml capabilities and the immense database of content from many of the world's leading creators, producers and developers is dynamically driven. This allows Cherrysauce to create multiple versions of the original portal for operators and other mobile brands looking for a professional, premium quality erotic addition to

their existing business.

“Version 1.0 of our portal was launched in 2003 and has been extremely popular. However, we experienced a colossal level of demand from distribution partners, many of whom are looking for a turn-key, managed erotic portal of their own, which utilises Cherrysauce’s unique approach to erotic mobile entertainment. Due to this, the original platform was found to be too restrictive. We needed a platform that would allow us to manage multiple white-label solutions for operators and Direct-to-consumer brands, all requiring different things”, says Ciulla. “As a result, we had to build the platform from the ground up to match all these different requirements. This means the platform on which Cherrysauce sits is unique in the marketplace. It’s totally focussed on mobile entertainment in a ‘browse and buy’ environment”.

The new portal is entirely modular and follows a similar structure to that of operator portals. Users can browse Cherrysauce wap sites or branch off into over 25 completely independent portals, including top name brands such as *Private* and *Ben Dover* as well as many top erotic services, publications and brands, launching for the first time on mobile and exclusively on Cherrysauce.

“One of the great features of the white-label solution, is that any partner in any part of the world can decide exactly what level of erotica they want to offer and *cherrypick* from our extensive range of sites, products and applications to create a individually tailored version of the original,” says Ciulla. “The whole objective with the new portal on a business-to-business level was to ensure that we could offer multiple solutions to match the many different needs of our global partners”.

Cherrysauce is officially launching the new Cherrysauce portal at the Mobile Content World, 13-15th September in Olympia, London. Visit the company at stand 44 to see how they can help your business.

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