



Cherrysauce Celebrates 350% Growth With New Portal Launch

**New WAP Site Based On Consumer Feedback Promises Greater
Growth In 2006**

18 February 2006 - Barcelona & London. Mobile erotica company, Cherrysauce, today announced that the company experienced a 350% growth in revenues over the course of 2005 and launched a beta version of its new portal, wap.cherrysauce.com. The navigation, content and structure of which has been designed based on feedback direct from consumers.

Cherrysauce's business-to-business and direct consumer channels all grew considerably during 2005, in terms of both global reach and revenues. The company's overall 350% increase in revenue occurred despite widespread scepticism within the industry about the viability of adult content on mobile and the widespread introduction of age verification procedures.

"There was some doubt within the mobile industry about erotica throughout 2005," says Julia Dimambro, Cherrysauce's Managing Director. "But these results show that consumers are just as interested in adult content on their mobile phones as they are online and on their TV's."

The company plans to encourage further growth with its newly redesigned WAP Portal. After highlighting the benefits of 'consumer-driven' mobile portals at numerous mobile conferences during 2005, Cherrysauce is leading by example. The company placed numerous feedback options on all every page of its portal, which launched last October, in order to gauge how their customers thought. The response and resulting 're-design' has dramatically changed the site, introducing a completely different navigational flow throughout the site, new content deals and some 'hard' decisions about content levels.

"I didn't expect the sheer volume of feedback we received" says Dimambro, Cherrysauce's Managing Director "The users are more open than I ever expected, they just needed an outlet! We have had several thousand comments about content preferences, which areas they think are cool, which areas users want to see improvement and expansion and overall how much they are enjoying the site. We arrived at the conclusion that a re-design of the portal's structure and content would

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give our consumers an even greater experience and encourage more pick up and return visits."

One of the biggest overall changes to the portal has been in the division of 'adult' and 'soft' content featured on Cherrysauce. In the first version of the portal we had an equal split of softer glamour content and +18 adult content," continues Dimambro, "But the softer content produced less than 20% of revenues. It doesn't make commercial sense to invest as much time and resources in these areas if our customers are more interested in +18 adult content. The new version of Cherrysauce consequently has a much greater focus on areas such as 'latest', 'recommended' and 'hardcore' and has created a smaller clearly labelled 'Babe Zone' for the less graphic content.

An exciting new service incorporated in the re-launch is a live and interactive Video Chat service provided in partnership with UK based company CC Media. The service allows 'chathosts', to be video streamed to 2.5 and 3G phones, coupled with a text layer allowing users to text and see the hosts at the same time.

CC Media's service boasts over 40,000 registered 'chat-hosts', a customer satisfaction level of over 90% and an average annual, per-user spend of over 500€. "I believe this is *the* killer app on mobile for 2006," says Dimambro, "It's immersive, real, totally addictive and exactly what mobile erotica was created for! We have a great partner in CC Media because they really understand the mobile erotica customer and are dedicated to customer satisfaction and great service.

One of the other main additions to the re-launch of wap.cherrysauce.com is a new branded portal - *Oneofthelads.com*. This already very successful, online men's magazine produces movies specifically for its Internet website, the first of which is called 'Car Wash', in which beautiful, hot girls wash a cool old VW Beetle. Movie merchandise will be available to *One Of The Lads* customers on its Cherrysauce hosted mobile site. The site can be accessed from both the OOTL website and the main Cherrysauce portal.

To ensure that this new 'consumer-driven' momentum remains the focus, Cherrysauce has launched an on-site promotion calling for 'saucy testers'. "We are collating a small group of our REAL customers who will be able to purchase anything on the site for a penny, in exchange for giving us regular feedback. Doing it this way provides cost-effective testing and feedback, which is more valuable because it is objective and comes from paying customers! So far we have testers from Europe, India, South Africa, Australia, and across North America, so it provides us with fantastic insight into erotic tastes and handset capabilities worldwide." says Dimambro.

Cherrysauce is showcasing its new portal at this years 3GSM show in Barcelona, To make an appointment to meet the company please call +34 627 422 498.

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CONTACTS:

For Immediate Release:

Business Development
Karen Ciulla
Cherry Media
E: info@cherrysauce.com
T: +34 93 893 5151

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