



Watch Your Tackle!

Cherrysauce Makes The World Cup Saucier

Barcelona, Spain, June 7th. Ahead of the World Cup kick off, Cherrysauce, the world's leading provider of glamour and adult services for mobile phones, has launched an exclusive range of 'saucy' football themed content, including superstars, Michelle Thorn and Eve Angel.

To make sure football fans stay the course for the full 90 minutes, Cherrysauce is offering an extensive range of themed content for mobile phones. The aptly named **Cup and Saucy**, features all the major teams taking part in the 2006 World Cup.

Like all of Cherrysauce's services, all of the World Cup content has been created and formatted specifically for mobile phone handsets. This ensures phone owners get the highest possible quality from every Cherrysauce purchase.

Footie fans should visit <http://wap.com/cupandsaucy> on their mobile to access Cherrysauce's World Cup special. Content is also available from 15 mobile operators worldwide.

Julia Dimambro, the managing director of Cherrysauce, said, "The demand for World Cup content has been amazing and has grown dramatically in comparison to the demand for the European Cup a couple of years ago! From what we are seeing generally, this World Cup will greatly expand usage of mobile entertainment, technology, video and data services alike, amongst our growing global mobile audience. As you would expect 'footie babes' are featuring highly in the whole run up to the tournament.

We've changed our normal line up for this match. We are going direct to consumer and distributing worldwide through network operators, on top of which we are also partnering with some great and innovative mobile sites specializing in other world cup products to add our saucy mix of content to their current offering. Our star striker Michelle Thorne is great *up front* and as result we are offering numerous products featuring her. She gives 110% for the full ninety minutes and she's almost certain to *score*. At the end of the day, we know we'll get a result.”

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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.

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