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Cherrysauce - Up For It!

Best Adult Services Finalist In The First Mobile Entertainment Awards

Barcelona, Spain. August 3rd. Cherrysauce, glamour and adult service provider for mobile phones is celebrating its nomination as a finalist in the inaugural Mobile Entertainment Magazine Awards.

Cherrysauce has been nominated in the **Best Adult Services** category, alongside four other companies including WAAT Media and PhoneBox.

"I couldn't be more delighted," says Julia Dimambro, the founder and managing director of Cherrysauce. "Mobile Entertainment Magazine has built an excellent reputation as an expert source of information for the mobile entertainment industry, so this nomination is very gratefully received!" This follows Dimambro's selection as one of Top 50 mobile executives in November 2005 by the same magazine.

The final winner will be chosen by over 200 judges from across the whole of the mobile entertainment industry, with a glittering awards ceremony taking place on September 19th in central London.

Cherrysauce has established itself as one of leading mobile erotic and adult entertainment companies in this emerging market due to the high quality of both its products and services. It works with global industry leaders and brands for content, billing and technology. Offering multiple mobile services, from portal design through to full turn-key operator solutions. The company's focus on benchmark quality for content and delivery, combined with it's popular branding has made Cherrysauce a trusted and respected provider worldwide.

The company has also been a passionate and enthusiastic evangelist for the entire mobile adult sector. "Adult entertainment is extremely politically and morally charged in all distribution channels and the mobile sector is no exception," says Dimambro. "By addressing some the issues facing our industry sector and discussing them openly and honestly, we can help ensure the mobile adult sector is seen as professional, responsible and credible (which for the most part, it really is!)."

Despite initial wariness of the viability of adult content on mobile handsets, Cherrysauce saw its turnover increase by over 350% in 2005. "If you offer adults high quality content and make it simple, reliable, accessible and professional, they will come and find you, and

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will continue coming back to you.” says Dimambro. “The challenge now is how to translate this on-portal with access controls in place and effectively reach anticipated global revenue forecasts, whilst protecting operator brand values and perception.”

Rumours that Cherrysauce are planning to sway the judges by inviting an entire table of glamorous erotic models to the awards ceremony remain unconfirmed at this time.

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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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