

Cherrysauce Wins Best Adult Services Award

Sweet Cherry Prize!

London, UK & Barcelona, Spain. September 20th. Cherrysauce is officially the world leader in mobile erotica and adult entertainment. Last night the company became the winner of the '*Best Adult Services*' category at the first ever ME Awards, hosted by Mobile Entertainment magazine.

At a star-studded awards ceremony held in Central London last night, honouring the best in mobile entertainment, Cherrysauce received the *Best Adult Services trophy*, beating all the other nominees in the sector, including a number of much larger companies.

The voting, the nominations and final judging for the awards came from across the entire mobile entertainment industry. A panel of over 200 judges from companies worldwide, selected the final winners, making the Mobile Entertainment Awards a true reflection of opinion throughout the market.

A delighted audience cheered as Julia Dimambro, the founder and managing director of Cherrysauce, picked up the award.

"We are delighted and deeply honoured to have been chosen as the winner of the best adult services award," said Dimambro. "To be chosen by the pioneers, entrepreneurs, market leaders and creators of the entire mobile entertainment industry as the leader in our field is just incredible. We have worked very hard to make mobile erotica a professional and responsible part of the mobile content sector. We truly believe that it can be both. We would like to thank everyone who took the time to vote for Cherrysauce and promise that we will keep working, pushing and educating the whole market to ensure we can all benefit as mobile entertainment continues to grow and evolve."

Cherrysauce was founded in 2003 as one of the first dedicated mobile portals for adult and erotic content. From day one the company has focused on quality, simplicity and user experience. Everything from Cherrysauce is produced specifically for handsets, ensuring the highest possible quality for adult content on mobile to date.

The company has worked very hard to promote adult content within the mobile market, with speaking slots at major shows and editorial in key publications outlining the potential of the market, as well as the issues facing all parties, from the mobile networks and brand owners, through to the content developers and producers.

In 2005, Cherrysauce saw its revenues rise by over 350%, thanks to the quality of its content, its ongoing dialogue with customers and its dedication to constantly updating and refining its output. The company has continually increased the number of services and types of content in response to customer feedback, resulting in Cherrysauce being one of the most popular and diverse portals in the world.

In 2006 Cherrysauce continues to lead from the front. The company continues to offer new

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services and content, but is also bringing its expertise to other companies within the industry. Cherrysauce is working with several of the mobile industry leaders in order to create a service which will allow other companies to produce, populate, promote and charge for their own adult portals.

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About Cherrysauce

Launched in 2003, **Cherrysauce** is the mobile industry's first award-winning company dedicated to the delivery of mobile specific adult entertainment.

Working in partnership with industry leaders in technology, content and distribution, **Cherrysauce** focuses on creating innovative and compelling products and services for today's multimedia capable mobile handsets.

The **Cherrysauce** mobile portal is offered both as a direct to consumer brand as well as a fully hosted and maintained content solution for media and mobile partners.

Headed and founded by Julia Dimambro, ex-Private Media Group Wireless Commercial Director, **Cherrysauce** brings a unique and innovative approach to mobile erotic entertainment based on experience and understanding of this exiting medium and its users.

Cherrysauce abides by all current regulations and partners only with like-minded companies to ensure robust age verification processes are in place.

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