



Cherrysauce heads up ‘best-of-breed’ team to create new mobile erotic service.

Barcelona, Spain and London, UK, November 29th 2006. Cherrysauce, the award winning mobile adult company, has signed an exclusive contract with Burst Mobile to design, create and operate wap.moistmob.tv a new mobile erotica portal.

Burst mobile, a new initiative backed by a major UK mobile portal, has been created to offer compelling new services to an existing adult and age verified database of customers, who have previously bought services with access controls, such as gambling, adult chat and +18 mobile games.

Cherrysauce has negotiated the first UK mobile deal for FHM, Playboy and Penthouse star, Tera Patrick. Tera will be the portal’s ‘hostess’, informing users of new content and services, updates and news through her site blog. The ‘babe’ area of the portal also boasts a selection of some of the most sought after glamour models in the world, including Victoria Silvstedt and Jennifer Ellison in shoots taken exclusively for mobile by MIA.

To create **Moistmob**, Cherrysauce has brought together industry leaders for technology, content and billing, as well as cutting-edge applications and site functionality. This best of breed team includes:

Operator grade platform, technology and glamour content:	Mirror Image Access
Portal Billing and Age Verification:	Bango
Premium rate SMS and Direct Marketing:	MX Telecom
Adult Video Portfolio:	Delicious Mobile
Video Dating:	CC Media

Cherrysauce, a specialist in the adult and erotica area, with many years experience, is the central manager of the project and is responsible for all aspects of the portal’s branding, design, layout & structure.

“We see this kind of project and provisioning as the next stage of Cherrysauce’s evolution,” says company founder and managing director, Julia Dimambro. “We are receiving a growing number of enquiries from large corporations, who have achieved great success in other areas, to help them launch their own adult services. These can range from soft glamour sites through to +18. We are, of course, uniquely placed to provide this service. Through our 4 year’s experience we know and work with the best companies

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within each area – i.e. the best content, the best billing platforms, the best wap platforms and so on. Most of all, we know how to put them all together, in a consumer focused and commercially viable way. It's what we do best!"

Christian Atack, the Head of Adult at Burst Media, said, "Cherrysauce has built an exceptional reputation within the mobile industry as the experts in all aspects of the adult services sector. We have been delighted with Cherrysauce's management, creativity and dedication to create this secure and professional site.

The new Burst Mobile site can be found at: <http://wap.moistmob.tv>. A full catalogue website and gay mobile offering will follow shortly.

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Notes to Editors:

About Cherrysauce

Established in 2003 and 100% privately owned, Cherrysauce is a recognised and respected world leader of mobile entertainment and services for adults.

Through its extensive and rich experience across more than 30 countries worldwide in this specialist industry sector, Cherrysauce not only delivers cutting edge portals, services and content solutions, but also dedicates itself to addressing the moral issues and commercial opportunities that surround this emotionally charged sector.

Winner of 'Best Adult Services Company' in the ME Awards 2006 (the first award of its kind, recognising Mobile Erotica as simply another entertainment genre, rather than a taboo), Cherrysauce works with best of breed industry specialists to deliver one of the most expansive portfolios of soft mobile erotica and adult entertainment, both to business partners (B2B) and Direct to Consumer (D2C).

Cherrysauce's collection includes branded and unbranded content, glamour models and hardcore, portal concepts and designs, fully hosted and billed portals, portal packs, added value erotic services and cutting edge new applications. If it's erotic and on mobile, they have it!

Through regular published articles and presentations, Cherrysauce also speaks on behalf of an all too easily criticised industry. The company is dedicated to raising awareness for the innovative and necessary mobile policies, platforms and controls that have helped create this first fully regulated adult entertainment media. At the same time, they believe in offering a deeper understanding into the basic male instinct which creates the indisputable commercial success and demand for adult entertainment and how to deliver responsibly to that demand.

About Burst Mobile

New to the market top experienced adult entrepreneurs get together to form Burst Mobile and launch an exciting new adult portal specially designed for colour screen mobile handsets. The sites include: MOBSHACK, MOISTMOB and KNOBMOB

The organisation based in the heart of Leeds is going head to head with players in the adult industry to offer a full cross blend of the very best in content at an affordable price point. A non subscription based offering with lots of free content for regular visitors attracting repeat visits from users. Utilising the Bango billing payment system our wap portal will be able to be displayed on handsets across the globe. Burst mobile intends to be bookmarked as the 1st and only place to see top glamour babes giving lots of cash prizes as well as the very best in naughty videos, chat and live web cams

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