



Mobile advertising: ScreenTonic innovates once again and creates the first mobile Internet portal skin sporting Coca-Cola's colors

This first is being pioneered in France to coincide with Coca-Cola France's musical promotional campaign "Coke+iTunes", a perfect expression of the brand's new "The Coke Side of Life" communication platform

Paris; May 31, 2007 - ScreenTonic has unveiled the first mobile Internet portal skin designed in Coca-Cola's colors. ScreenTonic, the pioneer in mobile advertising in Europe, launched the first advertising solution for the Orange France mobile Internet portal in 2003 and developed STAMP™, the first AdServer specifically dedicated to cell phones. After launching the first video billboard campaigns in Europe in 2005, ScreenTonic is today creating the first mobile site skin system.

Once again, this operation bears testament to the leading edge and creative streak of ScreenTonic's teams in mobile advertising, both in terms of marketing and the technology involved. Its teams are convinced by the medium's added value and are determined to offer advertisers ever more effective and innovative advertising products.

Since May 28, the i-GloO portal, one of the very first independent French portals, has been given a complete makeover with Coca-Cola's colors. Staged to promote the *Coke+iTunes* promotional campaign and expected to last four weeks, this new skin is aimed at raising the campaign's profile and recruiting new players. It offers Coca-Cola new promotional visibility and quality exposure on mobile platforms.

This feature, set up jointly by ScreenTonic and Isobar, also includes a six-week mobile communication plan covering all mobile communication vectors:

- Banners and interstitial
- Promotional campaigns
- Viral marketing
- A relay on Coca-Cola's mobile Internet site

Coca-Cola is currently one of the very first brands to invest in the mobile media in France. In March 2006, it launched a permanent mobile Internet site and stepped up its mobile initiatives, especially as part of its last communication campaign, *Happiness Factory*, during which the company registered over 1.2 million contacts in three weeks (November 6 to 30, 2006). The *Coke+iTunes* operation launched on May 23 features one iTunes track to be won every minute and one iPod Nano up for grabs every hour. The game is available by SMS and on the brand's website.

About ScreenTonic SA

ScreenTonic is the European leader in mobile advertising, selling and running the largest mobile advertising network available today. ScreenTonic offers an all-round solution spanning from ad serving technology to ad management and mobile media sales. ScreenTonic is the mobile media partner for several mobile operator portals as well as for off-portal wap sites.

ScreenTonic's value proposition allows mobile portals to monetise their traffic in a new way and gives advertisers the means to communicate on mobile phones in a personalised and effective manner.

To deliver high-quality, cutting-edge solutions, ScreenTonic's team created STAMP™, the first ad management and ad server platform fully dedicated to mobile internet.

ScreenTonic's first mover experience, its unique positioning and extensive expertise are reinforced by its strong relationships with major mobile portals.

For more information, please visit www.screentonic.com