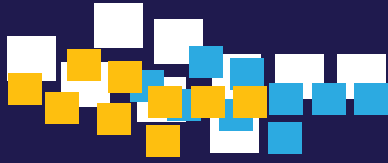


Under the Patronage & the Presence of
H.E. Eng. Sultan bin Saeed Al Mansouri Minister of Development for Government Sector in UAE

Presented by



Arabcom Group



10th Annual **ARABCOM 2007**

International Telecommunication Development
for the Arab States

Summit

TELECOM NEXT

"Preparing for the Changes Ahead"

Dubai 11-12 April

MOBILE-WORX TO PARTICIPATE AND SPEAK AT 10TH ARABCOM IN DUBAI

Los Angeles, U S, March 22, 2007: Mobile-worx (www.mobile-worx.com), a pioneering in mobile solutions provider, will take part in the 10th Annual Arabcom summit (www.arabcom.com/arabcom2007), to be hosted on April 11-12, 2007, in Dubai, United Arab Emirates (UAE). Arabcom is a forum for International Telecommunication Development for the Arab States that focuses on the innovations made in the telecom sector.

Mr Terry Uppal, President and Co-founder of mobile-worx will speak on 'SMS based Mobile Advertisement' in the two-day conference. Uppal's talk will address key aspects of mobile marketing with a particular emphasis on targeting and relevant ad serving capabilities of mobile advertising.

In order to leverage the coverage and targeting aspects of mobile advertisements mobile-worx has launched a mobile advertising platform named ZestADZ. The solution enables advertisers to embed mobile advertisements within SMS messages, WAP pages, mobile applications, mobile games and mobile content decks. It also helps advertisers to launch highly targeted and relevant keyword based advertisements across any mobile platform or network. In addition, ZestAdz has comprehensive campaign management capabilities and reporting features to help carriers, publishers and advertisers leverage the power and potential of mobile advertising.

ZestADZ follows the core principles of permission based marketing (<http://www.permission.com/>) as pioneered by Seth Godin. That is, Ad messages are sent only to subscribers who have opted to receive pertinent messages or content. Subscribers benefit by receiving better services, offers, etc in return for embedded, contextually relevant advertisements.

To learn more about ZestADZ and Mobile-worx visit the mobile-worx exhibit F07 in the expo.

About mobile-worx (www.mobile-worx.com)

Mobile-worx (based in Chennai, India and Los Angeles, US) is a leader in the mobility solutions providers. Mobile-worx offers a range of products (mobile games, mobile blogging, and content delivery platform) and services (mobile rich media – Flash Lite development and development). Mobile-worx operates a mobile content community (www.mklix.com) and a mobile advertising platform (www.zestadz.com). Mobile-worx will be releasing a book on Flash-Lite Development later in 2007.

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