



# Jamba Takes Mobile Portal to Next Level

## 20 percent increase of conversion due to better user experience

Berlin/Barcelona, 11 February 2008 – Jamba’s groundbreaking next generation WAP portal delivered more than 20 percent higher conversion rate in its first month. The portal, evolved following six months of rigorous consumer testing, is based on direct feedback from customers who regularly use the portal and was built to the highest technological standards. It is one of the most user friendly mobile portals available today. This new version is ten times faster than the previous version and houses Jamba’s entire extensive content collection utilising the same easy to use concept as the website. After an incredibly successful launch in Germany Jamba’s new portal will this year be rolled out in over 25 countries around the globe.

Promising great benefits to partners as much as to consumers, the enhanced usability of this new portal increases conversion rates and drives sales directly. The new portal meets the needs of consumers by making more content available on the front page thus reducing the number of clicks for customers to finally get the content they want. Additionally, navigation has been improved to ensure that this increased content load is still easy to access. From a technical standpoint the portal has been redesigned with improved Service Oriented Architecture (SOA) to allow much better integration with partners in the future.

“Faster than ever and anything comparable, this portal is sure to show continued success when it is introduced across the UK and other countries in the coming months – Jamba truly is driving innovation in the world of mobile entertainment and we are ensuring that our customers can get to what they want much faster now on mobile,” said Mauro Montanaro, Chief Executive Officer of Jamba.





Lee Fenton, Chief Operating Officer of Jamba, added: "The updated portal is something that the whole Jamba team is truly proud of as it provides a refreshed experience for customers which leads to greater click-throughs and purchases for Jamba and its partners."

Jamba was one of the first providers in Europe to launch a commercial WAP portal in the year of 2000. Meanwhile, Jamba operates WAP portals in more than 25 countries all over the world and disposes of an unprecedented experience in this field. Jamba's portals support more than 2,800 handsets, content presentation is optimized for each device and Jamba provides also billing connectivity to more than 125 operators worldwide.

– Ends –

## Notes to editors:

### About Jamba:

**Jamba** (Web and WAP: [www.jamba.de](http://www.jamba.de)) is the world's leading provider of mobile entertainment with the ability to reach one billion consumers around the globe in 35 countries and 25 languages across five continents. Jamba supports more than 2,800 handsets and provides billing connectivity to more than 125 operators worldwide. Jamba offers mobile products available directly via mobile phones including branded popular content from more than 800 content providers around the world such as famous Fox content like *The Simpsons*, high quality music from top music labels, mobile games from renowned game developers, and original content made exclusively for mobile phones. Jamba is a joint venture between News Corporation (NYSE: NWS, NWS.A) and VeriSign, Inc. (NASDAQ, VRSN) and headquartered in Beverly Hills, Calif., and Berlin, Germany.

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**Please meet Jamba from 11 to 14 February in Barcelona on the Mobile World Congress in Hall 7, Hospitality Suite 22.**