

## **SILVER LAKE SUMERU ACQUIRES MAJORITY STAKE IN MOBILE MESSENGER**

**LOS ANGELES and MENLO PARK, CA – October 8, 2007** -- Mobile Messenger, a leading global provider of technology and services for mobile content management and distribution, and Silver Lake Sumeru, the middle-market technology focused investment fund within Silver Lake, announced today that Silver Lake Sumeru has acquired a majority stake in Mobile Messenger.

Mobile Messenger's industry-leading technology and services enable its customers to leverage mobile media distribution channels seamlessly by providing turnkey solutions that facilitate all aspects of sales and marketing over mobile networks. Mobile Messenger's offerings include technologies such as SMS/MMS content distribution, campaign creation and management services, media planning and buying, billing process management, customer service and wireless carrier interface operations.

Steve Taylor, Chief Executive Officer of Mobile Messenger, said, "Over the past eight years, we have built a leading position in one of the world's fastest growing industries. By delivering quick-to-market mobile entertainment communication campaigns that generate substantial revenue streams for our customers, we have been able to continue to solidify our leadership position in established markets. Silver Lake Sumeru's technology focus and operational expertise make them an ideal partner to help execute the next steps toward our global growth strategy."

Hollie Moore, a Managing Director of Silver Lake Sumeru, said, "Mobile Messenger's world-class provision of end-to-end solutions to its clients gives the company a competitive edge in this emerging technology sector and solidly positions the company for continued growth. With its established track record of strong profitability and a talented, seasoned management team, Mobile Messenger is a very attractive investment."

Ajay Shah, a Managing Director of Silver Lake Sumeru, added, "Silver Lake Sumeru and its team of dedicated investment professionals are focused squarely on opportunities to transform successful mid-size technology companies by helping them achieve even greater levels of performance and profitability. Mobile Messenger is an excellent fit for us, and we are thrilled about our partnership with the Mobile Messenger team."

Financial terms of the transaction were not disclosed.

Montgomery & Co. served as financial advisor to Mobile Messenger and Sheppard, Mullin, Richter & Hampton LLP served as legal advisor to Mobile Messenger. Simpson Thacher & Bartlett LLP served as legal advisor to Silver Lake Sumeru.

### **About Silver Lake Sumeru**

Silver Lake Sumeru pursues private equity investments in middle-market technology enterprises. The Silver Lake Sumeru team applies fundamental operating insight, deep technology sector expertise, and world-class private equity skills to the investments in its portfolio. Silver Lake Sumeru is a fund within Silver Lake, a private investment firm with a leading market position in value-added investments in technology, technology-enabled, and related growth industries. For more information, please visit [www.silverlake.com](http://www.silverlake.com).

### **About Mobile Messenger**

Mobile Messenger is a leading global provider of technology and services for mobile content management and distribution. At the forefront of the Premium SMS market, Mobile Messenger currently operates successful, revenue-generating operations across the USA, Australia, UK, New Zealand and Canada. Mobile Messenger is a fast-moving, young, and dynamic company. Industry knowledge, multi-market footprint and expertise from around the globe combined with complete service, from inception through to implementation, offers the most successful mobile entertainment campaign possible. From its creation in 1999 with one employee, Mobile

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Messenger's ground-breaking business model has allowed the company to remain at the top of this exciting industry. For more information, please visit [www.mobilemessenger.com](http://www.mobilemessenger.com).

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