

FeedHenry's Widget Services Platform Shortlisted for CTIA's Emerging Technology Award

*FeedHenry Recognized for Outstanding Innovation in the Mobile Applications & Widgets
Category for Mobile Marketing and Mobile Advertising*

San Francisco – March 25, 2009 – [FeedHenry, the IMS widget content and service platform provider](#), announced that it has been shortlisted for CTIA's Emerging Technology Award. CTIA has named FeedHenry as one of the final entries in the Mobile Applications & Widgets category for Mobile Marketing and Mobile Advertising. FeedHenry is recognized as one of the emerging companies that demonstrates innovation within the telecoms industry for its widget services platform. At CTIA, FeedHenry will showcase its technology at the Oracle Booth, Central Hall, C3, Booth #6010

FeedHenry's Widget Service Platform enables telco's deliver complex IMS capabilities such as voice, presence and location services and also interactive advertising on a Web 2.0 start page, out-of-the-box, to provide content and services to end-users in a format that is easily downloaded and customized for distribution across mobile, desktop, TV or locations such as Facebook or iGoogle. The business case for interactive advertising with FeedHenry's widget service platform is compelling. FeedHenry:

- Offers more advertising channels for companies - advertising can now reach from the Web to mobile, desktop and, social and viral distribution.
- Increases traffic through personalization and a cool consumer experience with the ability for customers to customize a Website.
- Offers complex interactive advertising with widget adverts that can be virally shared across the Internet.
- Presents ways to monetize advertising through cost per click (CPC), cost per lead (CPL), cost per acquisition, contextual CPM, combined CPM/ CPC and brand utility widgets

“FeedHenry is leading the market with a paradigm breaking new solution that will change forever the way carriers and enterprises offer content, services and advertise to customers,” said Barry Downes, CEO, FeedHenry. “Interactive advertising offers many new possibilities for companies. In today’s cash-strapped markets, the bottom line is more efficiency per channel yield.”

About FeedHenry

FeedHenry provides an IMS widget content and services platform for Telcom operators and media companies looking to widgetize their content and services for the Web 2.0 world. FeedHenry delivers widgets, portable pieces of a website, via a personalized Web start-page, enabling users to personalize their experience, and distribute widgets across social networks from a PC, mobile phone or on to Facebook or iGoogle pages. FeedHenry is an active member in the W3C consortium for widgets. FeedHenry is an international company with offices in Silicon Valley and Ireland. Large software enterprises, telecommunications and media companies around the world use FeedHenry’s widget platform to distribute information and grow customer revenues. FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: www.feedhenry.com.

About International CTIA WIRELESS 2009

As the largest wireless show in the world representing a \$1 trillion global industry, International CTIA WIRELESS brings together all industries advanced by wireless technology for three days of intense learning and networking. Visit www.ctiashow.com.

CTIA - The Wireless Association® is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2009 takes place in Las Vegas, April 1-3; International CTIA WIRELESS I.T. & Entertainment 2009 takes place in San Diego, October 7-9. For more association information, visit www.ctia.org.

For more information contact:

Aoife Kimber

KimberPR

Tel: (650) 773 7288

[Email: akimber@kimberpr.com](mailto:akimber@kimberpr.com)

www.kimberpr.com

Barry Downes

Tel: +353 51 302 932

[Email: bdownes@feedhenry.com](mailto:bdownes@feedhenry.com)