

IMImobile acquires award-winning digital agency Skinkers

- Extending mobile and digital offering to mobile operators, broadcasters and brands
- Driving innovation in multi-device applications across web, mobile and social channels
- Unifying Push-Notification capabilities with IMI's DaVinci Evolved Service Platform

London, UK, Hyderabad, India, September 27, 2011: IMImobile, a leading provider of technology infrastructure for mobile data, voice and video services to mobile operators, enterprises and media companies today announced the acquisition of UK-based digital agency Skinkers.

Skinkers has pioneered the use of desktop applications since early 2000, and more recently, has developed innovative iPhone/iPad and Android applications for some of the world's biggest and best-known organisations and brands. Its client list includes American Airlines, the BBC, Haymarket, Microsoft, NDS, Spectator and Virgin Atlantic.

Skinkers' capabilities will be combined with IMImobile's DaVinci Evolved Service Platform to offer end-to-end solutions in 2 Screen interactive TV, m-commerce and customer care.

Vishwanath Alluri, Founder and Chairman of IMImobile commented "After the acquisition of WIN PLC in 2010, this is another important step for IMImobile as we drive our strategy of an open global mobile market for new applications and services."

"We see an increased demand for multi-device applications across our business, especially within the broadcasting and enterprise sectors. The use of smartphones and tablets offers a new medium for communication and the

consumption of content. This will not only create additional revenue opportunities for broadcasters and content owners but also allow enterprises to create an enhanced user experience to cut costs and increase loyalty.”

“With the acquisition of Skinkers we will add considerable strength to our existing offering. Skinkers brings an excellent understanding of digital application development, user-interface design as well as great expertise around how to use the latest web and social network technologies,” Alluri added.

David Long, CEO of Skinkers commented, “I’m very excited that Skinkers is becoming part of IMImobile, a well-established global mobile powerhouse. We are looking forward to utilizing IMImobile’s existing global network capabilities to extend and complement our offering with mobile services like messaging and mobile payments.”

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About IMImobile

IMImobile is a global technology infrastructure and solutions provider to mobile operators, media companies and enterprises with over 600 employees and a global presence across Asia, Europe, America and the Middle East.

The IMImobile product and service portfolio is built on a core modular service platform called the DaVinci Evolved Service Platform hosted in the cloud. The platform provides the foundation to enable a mobile marketplace and to run a range of next generation mobile internet services and enterprise grade CRM, messaging, rich media, marketing and analytics solutions.

IMImobile is working with over 100 Blue Chip companies and its services reach over 900 million people in 59 countries. IMImobile’s operator customers include Aircel, Airtel, BSNL, Meteor, Millicom, Mobitel, MTN, Reliance, Tata, Telefonica, Virgin Mobile and Vodafone. IMImobile’s media and enterprise customers include BBC, Star TV, Reuters, Yahoo, Google, EMI Music, Universal Music, Sony and Warner Music, The AA, Centrica and E-ON.

For more information www.imimobile.com

About Skinkers

Skinkers is a Digital Agency specialising in working with organisations to extend the reach of their brands onto multiple platforms across mobile, tablets, 2 Screen, and web/social. With an award-winning, talented and highly experienced team based in central London, Skinkers provides an extraordinary understanding of all digital platforms to help bring our customers mobile, social and online strategies to life. Our unique approach of developing bespoke and differentiated solutions based on our own powerful collection of software components allows us to develop compelling and engaging applications delivering millions of downloads across hundred of App's for such companies as American Airlines, BBC, Haymarket, Aviva, Capital One, The Spectator, NDS, Slimming World, NHS, Jaguar and Zurich Insurance.

For more information www.skinkers.com

For further information please contact:

IMImobile
Jayadev K
Tel: + 91 40 2355 5945 - Ext: 147
Email: Jayadev.k@imimobile.com

Adfactors PR
Sumeet Saurabh
Tel: +91 9711306639
Email: Sumeet.saurabh@adfactorspr.com