



Sprint and ChangingWorlds launch Personalized Mobile Data Services in the USA

ChangingWorlds powers the newly launched Sprint Web

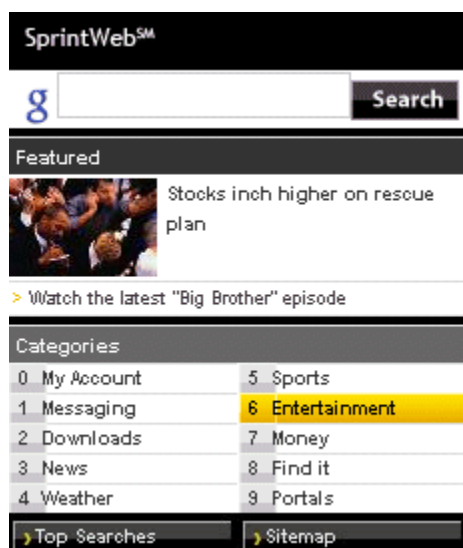
Dublin, Ireland, Tuesday, August 19th 2008

ChangingWorlds, the global expert in mobile data personalization and subscriber intelligence for mobile operators, today announced that it has launched its ClixSmart Intelligent Portal Platform solution with leading U.S. carrier Sprint for the delivery of its advanced personalization and portal management solutions. Through working with Sprint, ChangingWorlds will not only launch its ClixSmart technology on the carrier's own portal, Sprint Web, it will also provide advanced personalization solutions for a number of Sprint's cable partners and wireless wholesale customers.

Sprint is the third largest carrier in the United States and is now the largest individual mobile operator to deploy ChangingWorlds' ClixSmart solution.

For Sprint, ChangingWorlds' unique ClixSmart personalization solution delivers personalized content on the home page based on the sites visited most often by individual subscribers.

ChangingWorlds' ClixSmart solution automatically generates personalized, dynamic content teasers that enrich the user experience of Sprint Web and stimulate increased click-through. ClixSmart teasers, which include text and images, are rotated dynamically and personalized according to the ClixSmart user profile to provide a compelling and relevant user experience designed to encourage Sprint Web users into using more mobile data.



Sprint will also use ClixSmart Recommender to automatically generate personalized content recommendations, which are relevant and interesting to the individual mobile portal user and ClixSmart Campaign Manager to promote content available on its mobile portal and to enable the cross selling of mobile portal content.

"Sprint chose ChangingWorlds because of its pedigree in building subscriber intelligence and delivering highly personalized and relevant mobile data services to individual subscribers," said Kevin Packer, senior vice president of product and technology development for Sprint. "Using ClixSmart, Sprint Web automatically learns what content the customer likes and puts it on their home page, enabling Sprint customers to get the

most from the Internet on their phones even faster, when and where they want to. The launch

of our new ClixSmart -enabled mobile portal service has been one of the most seamless and successful product integrations we have done to date.”

Sprint is not new to launching firsts in the U.S. wireless marketplace, having been the first U.S. carrier to launch a GPS-enabled phone, offer navigation service on mobile phones, deliver an over-the-air music download service and bring live video streaming to the mobile device in the US. Sprint has always aimed to stay ahead of the game and this latest deal with ChangingWorlds heralds another first for the carrier and a new era of highly personalized and relevant mobile data services for Sprint’s customers.

“Sprint is widely recognized for identifying and deploying innovative technologies,” said David Moran, CEO of ChangingWorlds. “We are delighted to work with such a dynamic and innovative carrier and we are committed to delivering the most advanced and sophisticated personalized mobile data service in the U.S. market for Sprint. Our launch with Sprint marks our expansion in the USA, a market we regard as hugely important for ChangingWorlds, having already established a very strong foothold in the European marketplace and a growing customer base in the Asian market.”

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About ChangingWorlds

ChangingWorlds is the global expert in the personalization of Mobile Internet data and the creation of in-depth subscriber intelligence for mobile operators.

Since its inception, the company has championed and pioneered the need for the intelligent delivery of personalized content to ensure the success of the Mobile Internet. Today, after more than 50 mobile operators worldwide have implemented ChangingWorlds' patented, unique personalization solutions, the industry as a whole recognizes that personalization is a core requirement for every Mobile Internet strategy. ChangingWorlds has continued to blaze the trail for personalized mobile content discovery, delivering innovative personalization solutions for mobile portal navigation, mobile search, mobile advertising, and mobile content recommendations both on and off- portal.

ChangingWorlds' suite of personalization solutions provides targeting and personalization technology that accelerates mobile content discovery and individualizes the user experience of the Mobile Internet.

ChangingWorlds' customer base worldwide includes Vodafone Global, the O2 Group, T-mobile, TeliaSonera, CSL Hong Kong and Celcom Malaysia. The company employs over 140 highly qualified staff in its headquarters in Ireland (Dublin), in Malaysia (Kuala Lumpur), and in the U.S. (San Francisco).

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