dotMobi brings the mobile Web to the masses with the launch of Instant Mobilizer

New product is designed to open the mobile Web opportunity to small businesses around the world.

MOBILE WORLD CONGRESS, Barcelona, Feb. 18, 2009 – dotMobi, a worldwide leader in the development & discovery of quality mobile content and the company behind the .mobi Internet domain, today announced the global availability of Instant Mobilizer™, a service that brings small-to-medium businesses (SMBs) around the world in touch with their customer base quickly and affordably through the mobile Web without any development effort.

With Instant Mobilizer, dotMobi is driving the growth of the mobile Web by giving small business owners the ability to take their existing PC-based Web site assets and instantly create mobile-ready sites that work on any phone, on any network.

1.3 billion people are now connected to the Internet through mobile phones. Business owners can now have an effortless mobile Web presence to reach these 1.3 billion mobile users. Instant Mobilizer gives SMB owners a branded, mobile-friendly site for their on-the-go customers, and it also gives those SMB owners control in how their business will be viewed on the mobile Web. Instant Mobilizer uses a business owner's existing PC Web site, giving any business a mobile Web presence without costly, time-draining development effort. And there is no mobile Web site maintenance – changes to the PC Web site are dynamically updated on the mobile site.

"Since almost all SMBs have a PC-based Web site, this is an easy and inexpensive way to give them the power to make that site mobile without having any technical expertise," said Trey Harvin, CEO of dotMobi. "Instant Mobilizer gives business owners the ability to differentiate themselves in a tough market – at an affordable cost. There's no development effort with Instant Mobilizer. It automatically integrates high-end features like map directions and phone numbers formatted for one-click calling directly to a business."

Sensitive to small business needs
With more than 27 million small businesses in the U.S., two-thirds of all European workers being employed by SMBs, and many more SMB customers on mobiles in emerging growth markets, dotMobi has specifically designed Instant Mobilizer to meet the needs of small business owners globally with features such as:
- Immediate, easy access to key Web site information like phone numbers and addresses with automatic links to Google Maps
- Quick phone number links that call a business with one click
- Business colors and logos maintained for ensuring a SMB's brand identity is consistent
- Ongoing mobile site upgrades with additional interactive features coming online every month

Catrina Sheridan, dotMobi's VP of Product Deployment, said, "This January, the .mobi domain was recognized by *Small Business Trends* as one of the 'Top 10 Global Trends

for Small Businesses for 2009' due to the mobile Web's global reach and ability to penetrate emerging markets. Instant Mobilizer provides a complete solution for the mobile Web development headaches that SMB owners often run into when trying increase their market share without a large IT budget. It also enables them to effectively reach people on their mobile phones, a rapidly growing segment of their customer base."

"Instant Mobilizer is intended to augment, rather than compete, with the relationship we have with hundreds of mobile Web developers and designers around the world," Trey Harvin, dotMobi's CEO, added. "Instant Mobilizer will introduce millions of SMBs to the mobile Web for the first time, and a more mobile-savvy marketplace will improve the prospects for the entire mobile Web development community."

Bringing together the dotMobi product suite
Adding to the product's unique marketplace position is the fact that Instant Mobilizer brings together several technologies dotMobi has developed during the past three years:

- Award-winning DeviceAtlas™ mobile device database ensures that mobile sites work well on any mobile handset
- mobiReady.com testing tool gives SMBs confidence that Instant Mobilizer Web sites will be seen by customers quickly and accurately
- .mobi domain makes certain that an SMB's customers know that they will have a positive mobile experience. The .mobi domain also helps ensure that the mobile sites pass through operator and handset transcoders unaltered, as well as making the mobile site more easily indexed by search engines.

Getting Instant Mobilizer
SMBs and individuals interested in mobilizing their existing sites simply need to visit one of dotMobi's domain registrar partners who are offering Instant Mobilizer to sign up for the service and a .mobi domain. Currently, more than one dozen registrars offer – or are about to launch – Instant Mobilizer to their customers.

"We are glad to be part of the launch of dotMobi's new and innovative service," said Jean-Christophe Vignes, executive vice-president & general counsel, EuroDNS. "This is a great step forward in bringing together the Internet and mobile worlds. I especially appreciate that Instant Mobilizer works with all Internet domains – .com, .net, .de. – so EuroDNS customers can easily convert their sites and indicate them with a .mobi domain."

Chris Sheridan, vice president of sales at eNom, said, "Our expanding relationship with dotMobi, the growth of the .mobi domain extension and the launch of Instant Mobilizer is very important to eNom, our customers and their customers. Instant Mobilizer is a tool that fits in perfectly with our value-added services and will enable our resellers and their customers to have Web sites designed specifically for the mobile Web – literally in just seconds. eNom is excited to bring Instant Mobilizer to our resellers starting on February 25, 2009."

EuroDNS and eNom join a growing list of partners making dotMobi's Instant Mobilizer available to their customers, including Domain Monster, Domain.fr, Easily, EPAG Domain Services, EuroDNS, Go Daddy, InterNetX, Key Systems, Moniker, NameISP,

Reseller Club and Webnames. Learn more about these partners at http://www.instantmobilizer.com/our-partners.htm.

Full details about the Instant Mobilizer service are at http://InstantMobilizer.com. Or use your phone to see the "instantly mobilized" Instant Mobilizer site at http://InstantMobilizer.mobi.

About dotMobi
Headquartered in Dublin, dotMobi is a worldwide leader in enabling the development & discovery of quality mobile content through innovative services, helping businesses and individuals reach the world's billions of mobile phone users. dotMobi spurs mobile industry innovation by giving content providers the tools they need to ensure the Web will work on mobile phones with speed, accuracy and relevant content.

dotMobi is backed by leading mobile operators, network & device manufacturers, and Internet content providers, including Ericsson, GSM Association, Hutchison 3, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefónica Móviles, Telecom Italia Mobile (TIM), Visa and Vodafone.

- Visit http://dotMobi.mobi for information on .mobi domains and all dotMobi services.
- Visit http://mobiForge.com and http://instantmobilizer.com for mobile site development and services.
- Visit http://mobiThinking.com for mobile marketing information and services.
- Of course, use the .mobi equivalents of these sites to guarantee a quality experience on your mobile device. And see the dotMobi blog at http://blog.mobi.

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