

iTouch is a leading global provider of premium content to mobile phone users, which is today's fastest growing media channel. We believe that premium content is the key future driver of ARPU's for operators and mobile content, which includes ring tones, logos, screen savers, wallpapers, Java games, 3G clips etc.

We are global partners to media groups such as Universal and EMI and mobile operators such as Vodafone, Orange etc. By way of example, we recently originated and distributed all the mobile content associated with The Hulk movie.

We are also pioneering a direct model in Spain and the UK. In Spain this is through the 7777 short code, now established as one of the country's top ten brands. In the UK this is being introduced through the 8181 short code/brand.

Our target audiences are 15 to 24 year olds who spend a high proportion of their income on these services.

iTouch is listed on the London Stock Exchange. More information can be found on our website: www.itouchplc.com.

