



News Release
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Mobrio's ugc.tv platform powers Virgin Mobile's *Road to V* site for the second year

Mobrio, the user-generated content services company, has for the second year running, concluded a deal to power Virgin Mobile's *Road to V* with Sony Ericsson web site (www.roadtov.com) with its state-of-the-art **ugc.tv** user-generated content software platform.

Virgin Mobile's *Road to V* has again captured the imagination of aspiring bands throughout the country. Over 2,200 have registered on the site since it opened its doors on 29th February 2008.

Denise White, Technical Project Manager at Virgin Media, commented "The *Road to V* site has undergone a major face-lift this year, which would have been near impossible to complete if it wasn't for the stable and growing base of UGC features available within the Mobrio **ugc.tv** platform. Our developers were able to easily migrate the registration, band profile and multimedia upload facilities into the new 2008 site and we were able to benefit from the enhancements made to the moderation interface. Mobrio continues to provide us with a powerful and flexible platform that adapts well to our ever-changing business requirements, making it key to the success of *Road to V*."

"We are thrilled that Virgin Media has again selected our **ugc.tv** software platform to power its *Road to V* site." remarked Julian Swallow, CEO of Mobrio. "**ugc.tv** is continually enhanced to ensure it meets the changing requirements of our customers. Our long-term development roadmap for **ugc.tv** also ensures that all the latest features in the user-generated content field make it into the platform." added Swallow.

Mobrio will be demonstrating the latest version of its **ugc.tv** software platform on stand number E571 at InternetWorld, which takes place at Earls Court 2 in London on 29 April to 1 May 2008. Visit www.internetworld.co.uk for full information.

About Virgin Mobile

At Virgin Mobile we love music. A lot of people might bandy around the word "love", but we really do mean it... and we've got the goods to back it up!

Music is at the heart of what we're about, and it's what our customers love too. That's why we put our money where our mouth is and get involved by supporting a whole host of live music events... from small, intimate gigs and grass roots talent competitions, right up to V Festival.

We're proud to be the telecoms sponsor of the Academy Music Group (AMG) - the UK's leading owner and operator of live music and club venues, with a network that attracts over three million gig-goers every year. Carling Academy Brixton, AMG's legendary south London venue, has scooped NME Best Venue

2007, Vodafone Live Music Awards Best Live Music Venue 2006 and the Time Out Venue of the Year 2004.

And, how could we forget the award winning V Festival? Virgin Mobile is about to take on its ninth year of sponsoring the world-famous weekender and it's getting better all the time. We have an army of Virgin Mobile Angels who help lug your beers to your tent (and will even put it up for you). We let all festival goers (no matter what network they're on) charge up their phones at our recharge points and we even dish out free line-up info via Bluetooth.

But that's not all, Virgin Mobile's Road to V with Sony Ericsson is back in 2008 and for the fifth year running we're giving two lucky bands the chance to open the V Festival. To be in with a chance, head to roadtov.com now!

A bit more about Virgin Mobile...

Virgin Mobile is the UK's largest mobile virtual network operator and uses T-Mobile's network. Since its launch in November 1999, Virgin Mobile has attracted more than four million customers. Virgin Mobile is part of the Virgin Media group. The group is the first to be able to offer 'quadruple play' to customers: mobile, phone, broadband and TV.

Virgin Mobile is part of Virgin Media, the UK's leading entertainment and communications company. Virgin Media is the UK's only provider of quad play services - superfast broadband, digital and on-demand TV, home phone and mobile. As the UK's largest residential broadband provider, it currently offers first-class broadband speeds of up to 20Mb (with plans to roll-out a 50Mb service later this year). Plus, Virgin Media has the most advanced TV on demand service, with over 1,000 music videos and over 500 movies available to its customers.

About Virgin Media

Virgin Media is an innovative and pioneering UK entertainment and communications business. For the first time consumers can get everything they need from one company - the UK's only quad play of TV, broadband, phone and mobile plus the most advanced TV on demand service available, the UK's first high definition TV service and V+, our high specification personal video recorder. We're the UK's largest residential broadband provider, the largest virtual mobile network operator and the second largest provider of pay TV and home phone.

Virgin Media owns two content businesses - Virgin Media Television (VMTV) and sit-up. VMTV owns seven entertainment channels - Virgin1, Living, Living 2, Bravo, Bravo 2, Challenge and Trouble - and is a 50% partner in UKTV which consists of nine channels including Dave, UKTV Gold and UKTV History. Sit-up runs retail TV channels bid tv, price-drop tv and speed auction tv.

Virgin Media is the largest Virgin company in the world and has almost 10 million customers. To find out more, visit www.virginmedia.com/presscentre.

About Mobrio

Mobrio is a user-generated content services company. The company designs, builds, manages and supports all the necessary components to enable brands to integrate user-generated content into their customer-facing web sites.

Some of the largest digital media and entertainment companies in the world use Mobrio solutions. These include AOL, Harper Collins, ITV, MTV, Sky News, UKTV and Virgin Media.

Privately owned, the company is headquartered in London, England and operates a moderation centre in Kiev, Ukraine.

For more information about Mobrio, its products and services:-

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