



making more of mobile

News Release

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BLISS READERS TO GET THEIR OWN SPACE ON THE NET WITH *theZpace*

BLISS MAGAZINE & BLISSMAG.CO.UK PARTNER WITH MOBRIO TO BRING PERSONAL PUBLISHING TO BLISS READERS

Mobrio, the mobile web services company, today announced a partnership with Bliss magazine and Bliss.co.uk, emap élan's leading teenage monthly and webzine for girls. Bliss will offer its 300,000 readers and users ready access to Mobrio's *theZpace* personal publishing ("blogging") service. Mobrio will host the blogging services for Bliss.

"Peer-to-peer publishing is becoming an increasingly popular form of communication for our audience. The launch of 'Bliss Blog' is a perfect fit with our strategy of rolling out unique interactive tools and services for our readers. What's fantastic about this service is readers have the option of setting up their own blog as well as reading the magazine's daily blog providing behind the scenes information about how their favourite magazine is put together each month." commented Carmel Hayes, Development Director, emap élan.

Bliss readers will be able to set up their own website in a matter of minutes - without any prior technical knowledge. They can upload photos from their camera phones via MMS or email, post journal entries via SMS or from a computer and even browse theirs and friends' sites over WAP. Users will also be able to personalise the appearance of their site - choosing the layout, colours, fonts and styles they prefer.

Blogging on the fixed Internet has attracted several million users in just a few short years. The phenomenon has captured the imagination of those who wish to share their news and views with friends, colleagues or like-minded individuals connected to the Web.

“Research shows that a large proportion of regular bloggers are teenage girls.”, remarked Julian Swallow, Mobrio’s CEO. “The highly integrated mobile blogging capabilities of *theZpace* will ensure that Bliss bloggers can update and check their blogs using their mobile as well as when they are at a PC.”

About *theZpace*

Mobrio’s ***theZpace*** bridges the divide that has to date separated fixed and mobile Internet personal web site services. ***theZpace*** offers integrated, state-of-the-art personal publishing capabilities regardless of whether you are on the move or using a tethered Internet connection.

Learn more and trial ***theZpace*** free for a month at www.thezpace.com.

About Mobrio

Mobrio is a mobile web services company based in London. The company specifies, designs, develops and operates product and service solutions for the mobile Internet.

Mobrio designs and operates ‘white label’ blogging services for third party organisations.

For further information about Mobrio, visit www.mobrio.com or send email to info@mobrio.com.