



making more of mobile

News Release

17 May, 2006

Mobrio to boost 'UGC' blog business with appointment of new director

As the market for blogging and user-generated content (UGC) picks up steam, Mobrio, the online community and mobile web services company, is poised to accelerate sales growth of its 'white label' UGC platform solution with the appointment of Gideon Elichaooff as Director, Business Development.

Gideon will work with high-profile brands seeking to extend their online presence by creating a 'two-way' communications pipeline with their customers. He will target broadcasting and media companies eager to integrate UGC into their entertainment and marketing communications services.

With twenty years business development expertise, Gideon was founder of the first online conference business for governments and industry which devised training software for major ISP's and the National Curriculum. His projects have been supported by the UK Prime Minister, Tony Blair; the former US Vice President, Al Gore; and sponsored by major brands including Microsoft, Shell and Nike.

Passionate about the democratisation of publishing through technology, Gideon believes the formation of online communities is a natural evolution for brands and their customers.

"At Mobrio, we specialise in building interactive Internet platforms that can be integrated into a brand's web assets to support any of its marketing communications activities," Gideon explains. "My aim is to highlight the ways in which companies can leverage this unique brand building tool to create immediate access to viral marketing and real-time consumer feedback. Using Mobrio's proven technology, they can do this while shortening timescales, maximising investment and minimising risk."

As well as promoting Mobrio's extensive technological capability, Gideon seeks to differentiate the company through its community management and moderation services.

"Brands are only too well aware of the possible fall-out from poorly managed and monitored web sites," Gideon comments. "Many of our partner companies such as MTV, mykindaplace and Flextech Television are focused on the youth market. The protection of vulnerable groups is a core part of online community development and management. We liaise closely with compliance teams of brand owners to establish and implement comprehensive moderation policies and supporting technology so that a high level of protection is afforded to users as soon as sites go live."

About Mobrio

Mobrio is an online community and mobile web services company based in London and Kiev. The company designs, builds, manages and moderates online communities for third party organizations for the fixed and mobile Internet. Mobrio's technology is used by leading media and entertainment brands such as [MTV](#) and teen e-zine, [mykindaplace](#) and [Flextech Television](#).

For more information, please contact:

Mobrio

Julian Swallow +44 (0)20 7723 1251

Or visit www.mobrio.com or send email to info@mobrio.com.
