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News Release

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Mobrio appoints legal expert in corporate development to Advisory Board

As the market for social networking and user-generated content ("UGC") services continues to take off, Mobrio, the online specialist web services company, has appointed Simon Fielder, a legal expert in corporate development, to its Advisory Board.

A partner with law firm Osborne Clarke, Fielder brings extensive experience in mergers and acquisitions, capital raising as well as flotations on both AIM and the main market. He was also a director of FUN Technologies Plc an AIM-quoted E gaming company from the time of its flotation in December 2003 until 2005.

"This appointment is of major significance to Mobrio," states Julian Swallow, CEO of Mobrio. "Complementing the industry skills of our existing Board, Simon's legal background and corporate governance expertise will be invaluable as we embark on a new phase of expansion. The next twelve months will be crucial to our corporate progression. Our ability to respond quickly and with foresight to business opportunities as they arise, in particularly those with financing and legal implications, will be vital."

Fielder comments, "Online and mobile technology is a fast moving, dynamic marketplace where rapid change can produce new and exciting prospects for corporate evolution and growth. I am delighted to be able to assist Mobrio in navigating the complex legal and financial aspects that flow from this and helping with issues of funding and corporate strategy as and when required."

Mobrio are quickly establishing themselves as a leader in the field of social networking and user-generated content services. Fielder's announcement coincides with the introduction of Mobrio's 2.0 user-generated content platform. Designed to simplify and speed development and minimise initial start-up and subsequent running costs of interactive community web sites, it will effectively empower brand owners to use media-rich blogging to generate traffic, loyalty, stickiness and revenues.

About Mobrio

Mobrio is a social networking and user-generated content 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](#).

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