



**News Release**  
**Embargoed until: 25 April 2007**

## **Mobrio powers Virgin Mobile's search for the next big Brit band with *Road to V***

Mobrio, the social networking and user-generated content services company, has concluded a deal to power Virgin Mobile's ***Road to V*** web site ([www.roadtov.com](http://www.roadtov.com)) with its state-of-the-art user-generated content technology, the Mobrio 2.0 UGC software platform. Simultaneously, the company released a new version of its UGC software which lies at the heart of the ***Road to V*** web site.

***Road to V*** has captured the imagination of aspiring bands throughout the country. Over 2,200 have registered on the site since it opened its doors on 9<sup>th</sup> March 2007.

"Virgin Mobile is thrilled to be continuing its support for new bands and to help send new talent on the road to stardom. Appearing at the V Festival is a great way for any UK band to really accelerate their career in the music industry. Bombay Bicycle Club and Keith did just that at V Festival 2006, and this year's winners of ***Road to V*** are set to follow in their footsteps. The ***Road to V*** site enables bands to upload their profile including a picture, a demo track and even a video. Fans are also encouraged to participate by giving their favourite bands a star rating. This allows everybody to feel really involved in the competition and the response has been outstanding", commented Paul Shulver, Music Sponsorship Manager at Virgin Mobile.

"We were delighted that our platform was selected to power such a high profile site as ***Road to V***", commented Julian Swallow, CEO of Mobrio. "I know that the latest UGC capabilities and a short deployment time were absolutely key for Virgin when making their purchasing decision and the new version of the software platform was designed to facilitate just that. Our exclusive focus on user-generated content software and associated services is starting to pay real dividends in terms of the calibre of client we are securing and the importance of the sites we are powering", added Swallow.

Mobrio will be demonstrating the latest version of the Mobrio 2.0 UGC software platform on stand number W123 at InternetWorld, which takes place at Earls Court, London on 1-3 May. Visit [www.internetworld.co.uk](http://www.internetworld.co.uk) for full information.

### **About Virgin Mobile**

At Virgin Mobile we love music, a lot of people say they love music but we really do and we know that music is important to a lot of our customers. We also put our money where our mouth is by supporting live music events from grass roots up to festivals.

We're the Telecoms sponsor of the Academy Music Group venues ranging from The Zodiac in Oxford to the Brixton Academy and over 2.5 m people enjoy live music at these venues each year.

And of course for the last 6 years we've been the headline sponsors of the world famous V Festival, where you'll find Virgin Mobile Angels who'll help lug your beers to your tent as well as the Virgin Mobile Union new band tent that's also a proper indie disco! You could even find yourself playing on the main stage if your band enters our "Road to V" competition in conjunction with Channel 4.

In addition, if you're a Virgin Mobile customer you'll get the chance to go to some exclusive gigs and take 3 of your mates, previous free gigs have included The Charlatans, The Thrills and The Automatic ..... and because it's as much about the night out as the gig you might just get a free kebab at the end.

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 4 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 and fixed line telephony, broadband Internet and television.

### **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 based around user-generated content for third party organizations for the fixed and mobile Internet. Mobrio's technology is used by leading media and entertainment brands such as AOL, BSkYb's teen e-zine, mykindaplace, MTV, UKTV and Virgin Media TV.

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

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