



CONNECTING YOUR BRAND WITH THE WELL CONNECTED!™

BRIABE MEDIA LAUNCHES SINGLE-HAND BRANDED RINGTONE OFFERING FOR BRANDS SEEKING A COST EFFECTIVE ENTRY INTO MOBILE MARKETING

FOR IMMEDIATE RELEASE



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Los Angeles (6-25-07) In response to customers' demand for an easy to deploy, cost-effective mobile marketing solution, mobile media agency Briabe Media, announced today the launch of its Single-Hand branded ringtone and SMS solution. Briabe's Single-Hand solution is a bundled mobile marketing offering designed specifically for brands seeking a cost-effective, yet attractive mobile marketing offering to engage and interact with youthful target audiences.

"Mobile marketing has quickly become a powerful tool for brands to break through the clutter of traditional media channels to reach and engage diverse consumer groups where other media fall short," said Briabe co-founder and CEO, James Briggs. "And brands are seeking innovative marketing solutions that reflect how their target customers are getting their information and making decisions. Consumers love to personalize their mobile phones and ringtones are their favorite personalization tool."

The Single-Hand offering includes ringtone formatting (or transcoding) for multiple devices, short code leasing, carrier gateway access for major U.S. carriers, and Briabe project management and reporting throughout the campaign - Essentially, everything a brand needs to jump into the hands of their target consumers. Further, brands can either provide their own ringtone content or Briabe's team can work with them to create unique, brand specific tones.

For more information please contact us at sales@briabemedia.com or 310-710-2380.

About Briabe Media, Inc.

Briabe Media is a full service, multicultural mobile media agency founded by an experienced leadership team that has worked in and around the mobile telecommunications space for more than a decade. Briabe Media's mission is to help brands leverage mobile platforms to connect with customers via unique solutions and campaigns that complement their existing marketing efforts and expand their reach, revenue potential, and most importantly, their relevancy to the lifestyles of their target audience.

www.briabemedia.com

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