



24MAS is finalist for 'Best Games Monetisation Company' at 2012 ME Awards

STOCKHOLM, SWEDEN, 05 October 2012. 24MAS, a leader in cross-platform digital services for connected consumer devices, has once again made it to the shortlist of nominees for the seventh annual ME Awards. The company has been picked as finalist for a new category called 'Best Games Monetisation Company', which celebrates achievement in providing games developers with options for monetising games.

Presented by UK-based Mobile Entertainment, the ME Awards hailed 24MAS as the 'Best B2B Content Provider' at last year's ceremony. This time around, the organizers cited the company's success in building on its acquisitions of Selatra and P1 Sports to enhance its 123play.com back-end platform, which resulted in gaining favourable support from operators. Three Indonesia, Vodafone Hungary, and O2 Ireland are just some of the companies that have signed on for 24MAS's games offering over the past months.

"It is at the core of 24MAS to provide our partners with the best solutions for generating revenue while delivering uniquely engaging experiences for entertainment and conversions in a fast-growing industry," shared 24MAS CEO Lars Lindqvist. "We're delighted to be part of the 2012 ME Awards nominees' list again and thank Mobile Entertainment for continuing to recognise our efforts over the past year."

A total of 23 categories with over 150 nominees have been initially selected by the ME team this year. Aside from 24MAS, the ME Awards shortlist includes Rovio, Spotify, Samsung, Google, Apple, and 3UK. Mobile Entertainment gathers a panel of over 400 industry executives from all sectors of the business to select the winners, which will be announced on Thursday, 29 November 2012, at a special gala evening at London's Royal Garden Hotel.

For the full list of nominees, please visit www.me-awards.com.

For more information, visit www.24mas.com or contact:

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About 24MAS

24MAS is an international company focused on the distribution and development of mobile technology, applications and advertising. The company works with mobile operators, media networks, technology companies, application developers, and advertisers in over 80 countries. Headquartered in Stockholm, 24MAS has over 10 years of experience building cross-border business operations and currently has 150 employees at offices in Stockholm, London, Zurich, Cork, Copenhagen, Berlin, Stuttgart, Belgrade, Singapore, Kuala Lumpur, and Los Angeles. For more information, visit www.24mas.com. Join us on [Facebook.com/24MAS](https://www.facebook.com/24MAS) and follow us on Twitter [@24MAS](https://twitter.com/24MAS).