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m-Wise Expands Business Development in the U.S. Market With Landmark Ventures

Tuesday June 19, 7:00 am ET

Landmark Ventures Will Introduce m-Wise's Mobile Marketing and Content Delivery Solutions to Its Broad Fortune 500 Customer Base

WILMINGTON, DE--(MARKET WIRE)--Jun 19, 2007 -- Mobile content technology vendor, m-Wise (OTC BB:[MWIS.OB](#) - [News](#)), announces a business consulting agreement with established New York venture consulting firm, Landmark Ventures, Inc.

Landmark Ventures works with advanced technology firms and venture capital funds specializing in market entry, strategic sales, client acquisition and fundraising services. With hundreds of years of combined management and entrepreneurial experience, the group focuses on accelerating the U.S. market growth of its clients using well-defined methodologies and an established network of personal contacts across the Fortune 500.

The agreement between m-Wise and Landmark Ventures is designed to introduce and promote m-Wise's proven mobile marketing and content delivery solutions to a high-profile portfolio of U.S. customers including top consumer goods firms, financial institutions, large retailers and leading media corporations.

Zach Sivan, CEO of m-Wise, said, "We are pleased to expand our business opportunities in the U.S. market with Landmark Ventures. Landmark Ventures has a proven track record of working and maintaining personal connections to numerous corporate leaders in the U.S. market and we are confident that our rich mobile product portfolio will quickly appeal to these customers."

"We elected to work with m-Wise after an extensive evaluation of the leading mobile content technology vendors," said Ralph Klein, Managing Partner of Landmark Ventures. "Based on our ongoing relationships with major U.S. corporations, we're experiencing a growing demand for robust and best-of-breed mobile content and mobile marketing solutions. M-Wise's extensive experience in the mobile content space and global customer portfolio gives us confidence in their ability to realize the mobile objectives of our Fortune 500 customers and partners."

The mobile content industry is one of the fastest growing market segments in the U.S. and Europe. According to Alexander Resources, a leading research firm, revenues from digital content are forecasted to reach \$15.1 billion by 2008, with mobile infotainment (including personal data management, messaging services and content) revenue totaling \$7.8 billion during this time. The mobile penetration rate in the U.S. is currently at 69 percent and is forecasted to expand to 87 percent by the year 2010.

About Landmark Ventures

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acquisition and fundraising services. With hundreds of years of combined management and entrepreneurial experience, the group focuses on accelerating the U.S. market growth of its clients using well-defined methodologies and an established network of contacts across the Fortune 500.

For more information, please visit www.landmarkventures.com.

About m-Wise

Founded in 2000, m-Wise has established itself as a leading international provider of enabling technologies for the mobile communications, mobile advertising, mobile gaming and mobile entertainment industries. m-Wise is the developer of MOMA platform, a proven mobile content management and service delivery platform used in over 50 mobile networks throughout Europe, North and Latin America, and Asia.

MOMA is an integrated "one stop shop" for mobile operators, wireless ASPs, and content providers to deliver end-users with a state-of-the-art mobile experience. MOMA makes it easy to manage and deliver content such as entertainment, music, games and video regardless of handset compatibility, while adding real-time end user interactivity like voting, mobile marketing, advertising and access to all forms of real-time content. MOMA furthermore integrates built-in capabilities for transactional billing, customer care and marketing to satisfy the growing needs of major brands and marketing agencies.

For more information, please visit www.m-wise.com.

Safe-Harbor Statement

This press release contains "forward-looking statements". These forward-looking statements use words such as "believes," "intends," "expects," "may," "will," "should," "plan," "projected," "contemplates," "anticipates" or similar statements. These statements are based on our beliefs, as well as assumptions we have used based upon information currently available to us. Because these statements reflect our current views concerning future events, these statements involve risks, uncertainties and assumptions. Actual future results may differ significantly from the results discussed in the forward-looking statements. A reader, whether investing in our common stock or not, should not place undue reliance on these forward-looking statements, which apply only as of the date of this press release.

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