

PRESS RELEASE

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MEF Mobile Entertainment Factory charms phone screens with products of Valerie Tabor Smith

Leading content provider releases mobile personalisation contents under a license of the famous American photographer Valerie Tabor Smith



Germany - September 24, 2007 — MEF Mobile Entertainment Factory (MEF), a leading provider of mobile entertainment contents, is launching a new product range for mobile phones with Valerie Tabor Smith.

Based on the license of Valerie Tabor Smith, MEF will produce mobile entertainment products such as background pictures, MMS cards, themes and Flash Lite products for the international market.

Valerie Tabor Smith strives to create images that capture the special qualities of children like innocence, trust, wonder, enthusiasm and honesty. For the past 15 years, Valerie has given this vision life through her award-winning photography and has been celebrated for her colourful, fanciful depictions of fairy and angel babies. Inspired by her abiding

love for children, her photographs capture all of the innocence and enthusiasm of youth. Her product line exists of more than 1000 different products such as calendars, school supplies, greeting cards, puzzles and many more.

MEF Mobile Entertainment Factory has been granted an exclusive license for UI themes and Flash Lite contents to strengthen its leading position in these markets. Starting October the Valerie Tabor Smith mobile contents such as wallpapers and UI themes can be found on leading portals in Europe, Asia and Americas.

“We are happy to have this brand in our portfolio and are convinced that these products will be highly successful. The motives of Valerie Tabor Smith will find a lot of fans worldwide and enriches our license portfolio fantastically,” said Dr. Hubert Weid, CEO of MEF Mobile Entertainment Factory.

MEF Mobile Entertainment Factory

MEF Mobile Entertainment Factory is a leading innovative international content provider in the new world of mobile entertainment. We focus on the production and distribution of innovative mobile entertainment contents –

from graphics and videos to games and applications, delivering to our customers for distribution to their end users. The clear division of content and technology business enables us to quickly and easily integrate a variety of contents into all different kinds of service platforms – thus constantly adjusting to our customers´ requirements and systems. Our process optimized business model and our up-to-date contents have put us in first rank with our customers world-wide.

MEF Mobile Entertainment Factory has its own in-house production. In addition to creating its own IP MEF licenses content from well-known brands and produces and distributes mobile content out of it. The target group of our offering are mobile network operators, mobile portals and handset manufacturers. For more information please see: www.m-e-f.net

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