



123 MULTIMEDIA TAKES PART IN THE RUGBY WORLD CUP 2007

Toulouse, Paris, the 26th October 2005

123 MULTIMEDIA is proud to announce that it was chosen by the GIP Rugby World Cup 2007 to develop and host its interactive voice service. This service will provide information on fixtures, pool compositions, ticketing, games services, downloading logos and ringtones for mobile phones and the possibility to leave fanmail etc....

The premium rate phone number giving access to these services will go live at the same time as ticketing opens which is at midnight on November 4, 2005.

The Rugby World Cup is the third international sporting event, after the summer Olympic Games and the Football World cup. 2.5 million spectators are expected to attend the games for the 2007 Cup which will take place in France. The international television audience is expected to reach 3.5 billion. On top of the French public's growing interest in this sport, the international media will focus heavily on this event.

This reinforces 123 Multimedia's prime position in sport related interactive entertainment, with particular reference to licences with Paris Saint German football club and the French Union of the Professional Footballers (UNFP).

This underlines the company's aim to cover the publics' main interests and to have a leading service and products catalogue (currently comprising over 250 000 products and services and anticipates future possibilities which will be offered by 3G mobile telephones).

About 123 MULTIMEDIA :

123 Multimedia, a subsidiary of Index Corporation (one of the largest suppliers of content for mobile telephones in Japan), is one of the main suppliers of value-added multimedia products and services aimed at the general public and companies in France and in most of Western Europe, as well as in certain other countries. It provides users with services that customize their mobile telephones, such as ringtones, logos, Java-based games, voicemail messages, video content, ring back tones, interactive jokes, ring and voicemail videos, information and news (horoscopes, sports results, weather forecasts, etc.), social contact possibilities (such as chat, dating and blogs), and games/contests.

Press

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