



PRESS RELEASE:

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Mobile Tickets add that extra 'cool' touch to Bacardi B-Live Thailand Music Event

For the second time this year, BACARDI (Thailand) chose to give gig-goers a cool, exciting way of obtaining tickets for the latest Bacardi B-Live music event in the northern Thai city of Chiang Mai.

B-Live Chiang Mai, part of Bacardi's on-going 25-country, global music extravaganza delivering one-of-a-kind cutting edge music events, featured an eclectic mix of talented artists.

Mobiqa, the world leaders in mobile phone ticketing and their Thai partners; Mobile Solutions, supplied Bacardi B-Live with mobi-ticketing capabilities for the event. Music fans were able to see such local stars as Dome, Gene Futon, and Space Monkey by applying for tickets on a B-Live website, and then receiving those tickets via SMS directly to their mobile phones. Event goers simply presented their mobi-ticket at the entrance to the gig, where it was scanned to allow entry.

Ms. Guntipa Goyavatin, Brand Manager of Bacardi (Thailand) Ltd commented, "B-Live in Chiang Mai, Thailand was part of Bacardi's internationally known music events featuring a collaboration of big names and leading artists. It was a cutting edge event so we wanted everything about it to be cutting edge. Once

again we chose to use Mobiqua's mobile ticketing as it provided us with a cool, high-tech solution, in tune with today's mobile generation."

Iain McCreedy, CEO of Mobiqua, said, "Bacardi B-Live music events are cutting edge, featuring some of the world's most original artists. We were very happy to work again with Bacardi (Thailand) to provide gig-goers with a totally unique ticketing experience."

The Bacardi B-Live event in Thailand took place on August 31st in the northern Thai city of Chiang Mai, which nestles in the foothills of the Himalayas. Over 60% of those who attended the event used barcoded tickets to gain entry.

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Note to Editors:

About Mobiqua

Mobiqua are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua.com