



The O₂ Blue Space



Example of a mobi-ticket™



MEDIA RELEASE

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Immediate Use

O₂ and Mobiqa team up again for the England Rugby Internationals, Twickenham, Nov '05 to March '06.

Following the highly successful partnership between O₂ and Mobiqa during 11 events at the recent O₂ Music Festival, Mobiqa is delighted to be once again supplying mobi-tickets™ for the exclusive O₂ Blue Spaces, this time at Twickenham, the home of English rugby. The first match is Saturday 12th November.

The O₂ Blue Space is available exclusively to O₂ mobile customers and their friends and offers O₂ rugby fans free food, hot drinks and entertainment. There will be live TV of pre-match action and a bucking bronco rugby ball to test the average fan's balance. Hot drinks, muffins and cakes will be available post-match. Blue Spaces will be available at each of the three autumn internationals and the two Six Nations matches in spring 2006. All five matches are expected to be sell-outs.

How do mobi-tickets™ work?

To enter the Blue Space an O₂ customer sends a text to a short-code requesting a mobi-ticket™. **In less than 30 seconds** Mobiqa generates a unique barcode ticket and delivers it directly to the customer's mobile via a standard text message. The customer then presents their mobi-ticket™ at the entrance to the Blue Space where it is scanned and verified.

“The exciting thing about these Twickenham events is how they demonstrate the use of the Mobiqa ticketing service as a complete solution, including automatic access control. This means that all the benefits of mobi-tickets™ can be enjoyed at large-scale sports stadia and entertainment events.”

Said Iain McCready, Chief Executive, Mobiqa

Partners

To deliver this service at Twickenham on behalf of O₂, Mobiqa's business partner Mobile Interactive Group will handle ticket requests; Mobiqa will handle all ticket delivery and redemption; and Ski Data will provide the turnstiles to verify the tickets at Blue Space entrances.

“Delivering tickets and vouchers direct to the mobile phone offers significant benefits for customers, events organisers and brands. O2 is working closely with its partners in this area to develop market-leading propositions for all types of companies, as well as to offer rewards and treats for our own customer base”

Said Paul Samuels, Head of Sponsorship, O2

Based in the UK, Mobiqa Ltd is the world leader in mobile ticketing and mobile couponing solutions. Mobiqa barcode technology is an integral part of their products: Mobi-tickets™, Mobi-pass™, Mobi-coupons™, Mobi-voucher™ and Mobi-rewardcards™. O2 are working in partnership with Mobiqa to deliver a range of special events and VIP access, exclusively to its customers.

Match dates are: 12th Nov, 19th Nov, 26th Nov 2005, 4th Feb, 8th March 2006.

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NOTES TO EDITORS:

About O2

O2 is a leading provider of mobile services to consumers and businesses in the UK. It is the leader in non-voice services, including text, media messaging, games, music and video, as well as always on data connections via GPRS, 3G and WLAN. Each month O2's 15 million customers send more than three quarters of a billion text messages. O2 (UK) is a subsidiary of O2 plc, which also owns O2 branded mobile operators in Ireland and Germany as well as the O2 Airwave emergency services network in the UK. O2 and the O₂ logo are registered trademarks of the O2 group of companies

About Mobiqu

- Mobiqu are the world leaders in mobile ticketing and mobile couponing solutions.
- Mobiqu's services are based on the delivery of standard barcodes to mobile phones via SMS and MMS. Our patented technology ensures that the barcoded tickets/coupons hit all standard handsets on the market.
- The company has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions.
- Mobiqu technology is available on six continents and in 28 countries including USA, China and the Philippines.
- Mobiqu is a private limited company headquartered in Scotland.

About Mobile Interactive Group

Mobile Interactive Group (MIG) is a global multimedia mobile services provider. Using its own purpose built technology, MIG is a trusted global gateway for the billing and high-speed delivery of high-volume multimedia mobile content. MIG's core broadcast product, Votewinner, is capable of processing thousands of votes per second. Together with MIG's proven gateway throughput, Votewinner is custom designed to support large high capacity voting campaigns. MIG delivers turn key multimedia mobile services to customers such as ITV, FremantleMedia and O2. MIG has premium sms connections with all major mobile operators and can deliver mobile services to users in the UK, Ireland, Europe and Asia.

About Ski Data

SKIDATA AG is an international market leader in tailored, business-optimised turnkey solutions for access management at parking facilities, ski resorts, trade fair centres, sports stadiums, leisure parks, and leisure pool facilities. SKIDATA also provide modular system components.

Currently, more than 3,500 SKIDATA applications are being operated successfully in more than 30 countries worldwide.