



The Whole Web @ Your Call

InfoGin Ranked 23 Among Deloitte Technology Fast 50 Winners

***Web-to-Mobile Content Adaptation Technology Pioneer Recognized as
One of Israel's Fastest Growing Companies***

Kfar Saba, Israel, 29 October 2007 — InfoGin, a leading pioneer in the field of Web-to-mobile content adaptation solutions, today announced it has been named as part of 2007 Deloitte Brightman Almagor Technology Fast 50, which ranks the 50 fastest growing technology companies in Israel. At the Deloitte awards ceremony held in Tel Aviv today, it was revealed that InfoGin ranked number 23 on the 2007 list with an impressive growth of 726%.

“Building on our recent recognition from The Marker, Microsoft and KPMG as the Most Promising Israeli Start-up in 2007, this Deloitte award makes it clear that the mobile industry has taken notice of our unique technology and business strategy,” said Eran Wyler, CEO & Founder of InfoGin. “InfoGin has transformed surfing the Internet on mobiles into a reality, and with our recent deals with leading carriers and strategic business partners across the globe there are more than 20 million mobile users browsing the Web through InfoGin's technology. In the last two years, we have witnessed a significant increase in market demand for Internet access on mobile devices, and we expect continued strong growth.”

This award further strengthens InfoGin's foothold as the leading technology enabler of Web-to-mobile content adaptation. In addition to the awards from The Marker, Microsoft and KPMG, InfoGin received in October 2006 the Customer Value Enhancement Award by leading analyst firm Frost & Sullivan's European Wireless & Mobile analysts.

With InfoGin's Web-to-mobile content adaptation platform, mobile users are able to simulate their PC-browsing experience, as the technology automatically and in real-time analyzes the content of the Web page, determines the meaning of each and every object in the page, and presents the content according to its importance. A smart navigation feature also enables users to reach the desired content with a minimum number of clicks. An adaptation layer reformats the content according to the device's physical and network characteristics. This way, the surfing experience is raised to the best possible level, which looks and feels as if the Web page has actually been manually customized for the specific device.

To qualify for the Technology Fast 50, technology companies must be headquartered in Israel and own proprietary intellectual property or proprietary technology that generates a significant portion of operating revenues. They also must devote a significant proportion of revenue to research and development of technology.

About InfoGin

With an internationally proven track record, InfoGin is a world leader and pioneer in the field of Web to Mobile content adaptation, enabling mobile users to access any Web site they desire, optimized to their mobile device. The company's flagship product, the Intelligent Mobile Platform™ (IMP™) centers on the fundamental principle that in order to adapt Web content designed for large screen display to a mobile device, the technology must first "understand" the visual aspect of the page and then present the information according to its importance. InfoGin's patented technology offers a range of solutions, from a fully automatic intelligent conversion engine to professional content-editing and marketing tools that enable full control over the delivered information. InfoGin is dedicated to developing technologies that dramatically reduce the time-to-market of new services, while maximizing the efficiency and the quality of mobile content delivery.

InfoGin's platform is deployed at over 27 top-tier operators and content providers across the globe, including Virgin Mobile (UK), KPN (the Netherlands), mobilkom Austria group (part of Vodafone), AIS (Thailand), Cellcom & Pelephone (Israel), AOL, MapQuest, InfoSpace and many more. Following the deployment of InfoGin's technology, carriers report a significant 60% increase in growth of usage traffic

Established in April, 2000 by Eran Wyler, InfoGin is headquartered near Tel Aviv, Israel. For more information, visit www.infogin.com.

About Deloitte

Deloitte Brightman Almagor is one of Israel's leading professional services firms, providing a wide range of world-class audit, tax, consulting, financial advisory and trust services. Deloitte has 40 partners and over 650 employees serving domestic and international clients, public institutions, and promising fast-growth companies whose shares are traded on the Israeli, U.S. and European capital markets. The firm is a fully integrated member of Deloitte Touche Tohmatsu.

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