

**CELLCOM SELECTS ISRAELI INFOGIN'S IMP™ SOLUTION AS DEVICE-
INDEPENDENT REFORMATTING AND MANAGEMENT PLATFORM FOR
MOBILE AND INTERNET-BASED CONTENTS**

**INFOGIN SOLUTION TO PROVIDE CELLCOM SUBSCRIBERS WITH WIDE RANGE OF INTERNET CONTENTS
THROUGH CELLULAR HANDSETS AND PDAS**

Tuesday, March 30, 2004 - Cellcom, Israel's largest provider of cellular communication has selected the most advanced cellular content-conversion platform of Israeli start-up InfoGin. The solution will enable Cellcom subscribers to surf the Internet by using all types of mobile end devices.

InfoGin's cellular platform – IMP™ (Intelligent Mobile Platform™) - permits automatic reformatting of all formats of Internet contents to all types of cellular devices at the highest quality and without compromising content functionality. In addition, it will enable Cellcom to add contents to its cellular portal ten times faster than today and far more conveniently concurrently with matching the design to the site's original design.

In the past year, Cellcom has assimilated IMP™ in some of the Company's cellular portal's contents. Having evaluated the alternatives in the market and in view of the advanced capabilities demonstrated by InfoGin's system, Cellcom has decided to implement the platform to all the data traffic it handles.

Founded four years ago by Eran Wyler, InfoGin has recently completed a capital mobilization round of \$ 1.5 million from the Company's current investors and private investors. The capital raised will help InfoGin expand its marketing activities.

Raanan Tsemach, vice president of advanced services and Internet engineering in Cellcom said, "This is another step in enhancing user experience in the cellular content service we offer our customers. InfoGin's IMP™ solution enables Cellcom customers to benefit from leading Internet portals such as One-Sport, Zimerim, Tapuz and more, directly from their cellular handsets.

Eran Wyler, CEO and founder of InfoGin said, "InfoGin's innovative IMP™ solution is another proof of the company's leadership in the content reformatting market. This solution will improve the cellular data transmission services, enabling Cellcom to meet customers' needs while providing them with important market edge. We will continue to collaborate with Cellcom in implementing advanced cellular technologies and services that would ensure it remains highly competitive."

Gil Ilani, vice president of research and development in InfoGin said, "The selection of InfoGin's IMP as the platform through which to deliver the entire data communication of Cellcom solidifies the range of possibilities offered to end users concurrently with maximizing the advantages of each device. In addition, InfoGin's solution will enable Cellcom to add new content to its cellular portal at speeds much faster than before and by means of simplified process."

About InfoGin

Established in 2000 by Eran Wyler, InfoGin is a leading global provider of infrastructures for content reformatting from every Internet site and its automatic customization of this content to cellular end devices. InfoGin's flag product – IMP™ (Intelligent Mobile Platform™) automatically reformats Internet content, allowing fast and convenient Internet surfing with all types of cellular devices and PDAs. The company is active mainly in Eastern Europe and Far East markets, where it sells to some of the world's leading mobile operators. Some of the investors in InfoGin include Argoquest and private investors.

For more information visit www.infogin.com