



- FOR IMMEDIATE RELEASE -

**Hands and eBuddy Announce Mobile Advertising Partnership in Brazil
*World's Leading IM Service Enters into Commercial Partnership
with Brazil's Leading Mobile Content Provider***

São Paulo, Brazil and Amsterdam, The Netherlands – June 24, 2010 – [eBuddy](#), the world's leading web and mobile instant messaging (IM) service, and [Hands](#), Brazil's leading mobile advertising and mobile content aggregator, today announced that they have entered into a commercial partnership in Brazil. eBuddy will display its local mobile inventory via targeted banner ads to its Brazilian users on the iPhone and mobile Web platforms by deploying the Hands mobile advertising platform and premium content network to drive new mobile advertising revenue streams. Hands sophisticated ad serving network enables advertisers and publishers to easily reach their target audiences with measurable results.

eBuddy is the world's leading independent provider of web and mobile instant messaging, and enables tens of millions of unique monthly users to chat free of charge in one, aggregated interface across all major IM networks including AIM, Facebook Chat, Google Talk, ICQ, MySpace, Windows Live Messenger and Yahoo! Messenger. The eBuddy mobile application uses a mobile Internet data connection over 3G, 2G or WiFi networks.

“We anticipate excellent results from our partnership with Hands,” states eBuddy's VP Worldwide Sales, Rogier van den Heuvel. “eBuddy generates more than three billion impressions per month worldwide, and more than forty-one million impressions in Brazil alone. The Brazilian mobile market features over 50% of young adults between the ages of eighteen to twenty-four years old which aligns perfectly with eBuddy's target audience and demographics.”

Hands currently manages the largest portfolio of premium mobile sites in Brazil, with more than sixty publishers of the main media groups including O Globo, Valor Econômico, Rolling Stone and now, eBuddy.

“We're pleased to add eBuddy, the world's leading IM service to our growing portfolio of commercial inventory, and plan to start offering it to the Brazilian market immediately,” adds Alex Pinheiro, CEO of Hands.

Investing in mobile content distribution is a worldwide trend that many companies have already adopted. According to a recent study conducted by ABI Research, 27% of people who have accessed the Internet using a mobile device have also clicked on ads, and are willing to receive ads via email. The report also maintains that in order to be successful with mobile users, companies must produce

creative, relevant content or compelling services.

“Brazil is following a valorization trend of mobile sites, and Hands is the company with the highest level of expertise in developing and selling this premium mobile content in Brazil,” concludes Alex Pinheiro.

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About Hands Mobile

Hands is a market leader in the application, mobile site development and content aggregation of mobile platforms in Brazil for over 10 years. The company offers the largest portfolio of premium content in Brazil including 60 publications from the most important media groups, and uses its proprietary platform for mobile advertising sales and content management.

Founded in 1999 and based in São Paulo and Rio de Janeiro, Hands is led by CEO, Alex Pinheiro, an entrepreneur with more than fifteen years of technology and mobile market experience. Hands is a portfolio company of investor and parent company, Ideisnet, which is publicly traded on the Brazilian stock exchange. Learn more at <http://www.hands.com.br>.

About eBuddy

eBuddy is web and mobile messaging for everyone, everywhere! eBuddy processes over 15 billion messages per month and enables more than 33 million unique monthly visitors to chat in one interface across all major IM networks including AIM, Facebook Chat, Google Talk, Hyves, ICQ, MySpace, Windows Live Messenger and Yahoo! eBuddy is one of the world’s fastest growing mobile IM applications with over 16 million unique monthly mobile users, and offers four, free mobile IM versions: [eBuddy for iPhone and iPod Touch](#), [eBuddy for Android](#), [eBuddy Mobile Messenger](#) (J2ME) and [eBuddy Lite Messenger](#) (mobile Web). The premium native application, [eBuddy Pro for iPhone and iPod Touch](#) with additional exclusive features is for sale via iTunes. The eBuddy mobile application uses a mobile Internet data connection over 3G, 2G or WiFi networks. eBuddy is the proud winner of Mashable’s 2009 Open Web Awards for Best Mobile App.

Founded in 2003 and based in Amsterdam, London and San Francisco, eBuddy is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more at <http://www.ebuddy.com>.

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