

STYLE.COM

Mobile Marketing Goes High Fashion with Enpocket and Style.com

Boston; Sept. 6, 2007 – Enpocket, the Intelligent Mobile Marketing™ company, today announced that it has been chosen by Style.com, to power the publisher's mobile Web experience and mobile advertising efforts. The Style.com program launched in conjunction with this week's Fashion Week and includes a mobile Web site that provides a daily dose of the event, including the top five fashion looks of the day. Visitors can vote on the top look of the day from their mobile phones. Style.com users opt-in to receive this information.

"Style.com's mobile application creates yet another touch point for our readers to enjoy our content and our advertisers to follow that devout reader," said Carrie Seifer, Director of Emerging Technologies, CondéNet. "We chose Enpocket because of the company's demonstrated leadership powering innovative mobile programs."

The free program launched this week, with a "Look of the Day" voting feature, which allows the reader to not only see what Style.com selected as the best looks coming from the fashion shows, but also to vote for their favorites from those looks.

Enpocket will serve mobile ads for Style.com. Style.com will have a monthly sponsor for its mobile content.

"Mobile represents an unprecedented opportunity for publishers to extend their audience reach by providing rich, dynamic content to consumers when they want it and where they want it," said Mike Baker, Enpocket president and CEO.

The mobile site can be accessed at <http://m.style.com>.

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About Style.com

Style.com is the definitive fashion Web site, extending the editorial authority of *Vogue* and *W* magazines to the Internet. Offering comprehensive runway coverage with more than 50,000 photos; authoritative trend reporting; the latest in social, celebrity and fashion news, and interactive forums on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.

About Enpocket

Enpocket is the global leader in mobile advertising, providing brands with end-to-end, turnkey solutions that make marketing to the personal device simple and

effective. With an award-winning platform and worldwide partner network of mobile operators and publishers, Enpocket delivers high ROI mobile advertising experiences. Powered by analytics, the Enpocket Platform delivers targeted 'intelligent mobile marketing' with measurable results. Enpocket is headquartered in Boston with offices in New York, Los Angeles, Chicago, San Francisco, London, Singapore and Mumbai. To learn more, please visit www.enpocket.com.