



## **Ex Swisscom and Orange Executive Peter Trinkl Joins The Mobile-XL advisory Board**

LOS ANGELES, July 6, 2009 - Mobile-XL is proud to announce today that Peter Trinkl, an international telecommunications and high-tech executive carrying more than 15 years of Board- and C-level experience in mobile & broadband communications, internet and mobile value added services and digital-TV, has agreed to join Mobile-XL's advisory board.

Guy Kamgaing-Kouam said, "Seeing Peter join the company's strategic think tank is another considerable milestone for Mobile-XL especially as we are planning a series of operator launches in various markets. Peter brings just the right mix of experience to take the company to another level of growth and maturity. From a corporate standpoint, we will benefit from Peter's company building expertise at a global level. Even more importantly, he is uniquely positioned to help incorporate our unique value proposition into today's global operator's strategic's portfolio of services."

According to Peter Trinkl, "When I first met with Guy, some two years back in Senegal, and he introduced the XLBrowser to me, I was immediately taken away by this idea. The African market and all emerging mobile markets have been desperately waiting for such a service which takes the words "bridging the digital divide" literally. In markets where access to advanced technology like UMTS or DSL is not widely available, Mobile-XL will support the natural information requirement of people. I am excited and honored to be able to follow and support such a great business idea to bring information and entertainment to all people in emerging countries"

Currently, Mr. Trinkl is Senior Partner at Sebastian & Partner AG, a boutique strategic management consultancy and interim management firm based in Switzerland and sits on various Board of Directors for start-up and mature companies. Prior to that he was Chief Strategy Officer at Swisscom Mobile Ltd. and Swisscom Participations Ltd., where he was in charge of mergers & acquisitions and business development for the extended mobile value chain. A board member and Executive Director at the portfolio companies, he handled major corporate responsibilities including the successful turnaround of an international IT company and also held the position of CEO of an international company in the mobile content business industry. Before Swisscom, he was on the executive board of Orange Communications SA in Lausanne, responsible for Corporate Development. One of his key accomplishments was managing France Telecom initiatives NExT for all Swiss affiliates as well as acting as CEO of Orange Liechtenstein. Prior to Orange, he successfully led business development of Cablecom Group where he transitioned the company from a CATV provider to a full telecommunications provider. Mr. Trinkl studied electrical engineering and technical informatics at the Technical University Munich.

**About Mobile-XL:** Mobile-XL is a California-based technology company focused on building value added services to mobile users worldwide. Mobile-XL's mission is to connect families, friends, communities and businesses by harnessing ubiquitous SMS technology. Mobile-XL products are revolutionary in offering connectivity and informational tools to areas with limited or expensive internet access. Mobile-XL allows mobile phone users to text message, chat, and access internet-based information from virtually anywhere. The company has a solid team of IT specialists including developers; computer science professionals; and network and systems engineers, most of which have come from developing countries.

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For more information, please visit [www.mobile-xl.com](http://www.mobile-xl.com).

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