



Press Contacts: Erika McCarthy or Meryl Franzman
617.269.3677 or 617.739.1769
emccarthy@mobot.com or mfranzman@mobot.com

***ELLEgirl* READERS SHOUT OUT DIRECT TO ADVERTISERS
THROUGH NEW MOBOT PROMOTION**

***ELLEgirl* utilizes Mobot technology to give readers instant access to advertisers through mobile phones**

FOR IMMEDIATE RELEASE

Lexington, MA—August 10, 2005 – Mobot, Inc., the leader in visual search and recognition technology, today announced a promotional campaign with *ELLEgirl Magazine* (published by Hachette Filipacchi). The promotion -- *ELLEgirl* GETS WIRED -- offers *ELLEgirl* readers the opportunity to connect directly with advertisers through an interactive promotion calendar published in the September issue of the magazine. The promotion is part of a 12-month partnership between Mobot and *ELLEgirl* to create 'mobotized' advertisements, providing instant gratification to teens living the mobile lifestyle.

Through the promotion, readers use an Instant Win Calendar featured in the September issue, which offers different prizes on each day of the month. Readers can enter to win by simply snapping a picture of the magazine ad that the calendar directs the reader to, and then sending the photo by text message to Mobot. Readers will receive an instant text message alerting them if they win or lose. Participating advertisers include Maybelline, Neutrogena, Target and many more. Daily prizes include Nike Air Mimic sneakers from FinishLine, \$100 gift card from Target, and a Sweetooth handbag. Anyone who registers during the month of September is eligible to win a trip to London.

"Teens are among the most active market for camera phone usage and text messaging in the US," said Russ Gocht, CEO of Mobot. "*ELLEgirl* has a great reach with this market, making the Mobot technology a powerful tool for advertisers who want to build stronger relationships with the teen demographic."

Mobot is designed to allow brands and media partners to seamlessly introduce Mobot into the media mix and doesn't require any modifications to existing visual media—no keywords, phone numbers, URLs, short codes, product codes, or bar codes are necessary. Mobot is easy to use, and requires only a few 'clicks' to complete a transaction. To ensure the widest user adoption, Mobot is available today on all national U.S. wireless carriers and works with all camera phones.

To participate in the *Ellegirl's* Instant Win Cool Giveaways, go to: www.ellegirl.com/instantwin

About ELLEgirl Magazine

ELLEgirl, the international style bible for girls who dare to be different, is published by Hachette Filipacchi Media U.S., Inc., and is accessible on the web at www.ELLEgirl.com. *ELLEgirl.com* was recently listed in Media Metrix as one of the top ten teen sites, International editions include *ELLEgirl* United Kingdom, *ELLEgirl* South Korea, *ELLEgirl* Holland, *ELLEgirl* Quebec, *ELLEgirl* Taiwan, *ELLEgirl* Japan, *ELLEgirl* Russia, *ELLEgirl* France, *ELLEgirl* Germany and *ELLEgirl* China.

About Hachette Filipacchi Media U.S.

Hachette reaches nearly 50 million readers in the U.S. through its more than 20 titles which also include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE*, *ELLE Decor*, *ELLEgirl*, *Flying*, *For Me*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Road & Track Road Gear*, *Road & Track Speed*, *Sound & Vision*, *Woman's Day* and *Woman's Day Special Interest Publications* such as, *Kitchens & Baths*, *Home Remodeling & Makeovers*, and *Budget Decorating Ideas*. In addition to the magazines, Hachette includes book and custom publishing, integrated marketing, database and market research, as well as Hachette Enterprises. Hachette Filipacchi Media U.S., Inc., is the New York-headquartered subsidiary of Hachette Filipacchi Médias S.A., a wholly owned subsidiary of Lagardère SCA. The Hachette web site address is www.hfmus.com

About Mobot

Mobot is the leader in visual search and recognition technology that makes marketing effective and innovative using mobile devices. Launched in 2004 to help companies cultivate rewarding relationships with the world's 1.5 billion mobile phone users, Mobot gives marketers, content providers and carriers the tools to make it easy for any consumer with a mobile device to interact with their environment. For more information about Mobot, please visit www.mobot.com.

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