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**JANE MAGAZINE AND MOBOT EXTEND PARTNERSHIP
TO INCLUDE DECEMBER ISSUE**

Positive Response Rate to September Promotion Leads to December Partnership

FOR IMMEDIATE RELEASE

Lexington, MA —October 25, 2004 – *JANE Magazine* and Mobot today announced it will extend its partnership to create Mobot-enabled advertisements in the December issue of *JANE Magazine*. Mobot’s visual search and recognition technology solution combined with camera phones is a fun, convenient, spam-free method for consumers to interact with their favorite consumer brands.

JANE Magazine was the first to sign on as a Mobot media partner, linking readers via camera phones to 59 major brands with its JANE Talks Back promotion in its September issue. The Mobot-enabled ads created interactivity between *JANE* readers and advertisers by allowing readers to take a picture of an ad with their camera phone and send it to Mobot with just a few keystrokes. Consumers immediately received tailored offers, samples, or discounts from the brands they select. There was a greater than one percent response rate to the September promotion. The program was completely consumer driven program and only connects readers to brands they choose.

“We’re pleased that the *JANE* Talks Back promotion was such a success that we have the opportunity to mobotize the December issue as well,” said Russ Gocht, CEO of Mobot, Inc. “The success rate shows the power of Mobot, a powerful, measurable tool for creating brand interaction with enormous consumer appeal.”

“We’re thrilled that the *JANE* Talks Back promotion was such a success,” said Eva Dillon, VP/Publisher of *JANE Magazine*. “Our readers are attached at the hip to their mobile phones, and they really responded to having a fun, quick and direct way to connect with advertisers about their favorite products.”

For marketers, Mobot is a measurable launch point for integrated marketing campaigns that can now reach consumers through the device they carry constantly—their mobile phone. The U.S. advertising industry is shifting dollars at an increasing rate toward consumer-driven, accountable, and interactive means of reaching potential customers across multiple platforms.

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. To ensure the widest user adoption, Mobot is available today on all national U.S. wireless carriers and works with all camera phones.

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, media companies 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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