

Chimney Pots Online and Mobileweb Company partner to deliver property details to mobile consumers

London, UK, 2nd December 2011 – Mobileweb Company, a leading mobile marketing and services provider today announced it has entered into a partnership with Chimney Pots Online UK Ltd, the UK's number one nationwide fixed fee estate agent.

The partnership will see the Mobileweb Company support in opening up the mobile opportunity for the Chimney Pots Online. Initial focus will be on developing a mobile web service, that delivers a great consumer experience, and optimising, indexing and disseminating Chimney Pots Online's details of properties so they are prominent in mobile search and can be viewed on any mobile device.

"This is a tremendous opportunity for us to deliver real value to UK consumers, we will be able to ensure they can now find and view details on any of Chimney Pots Online's properties using a mobile" said Martin Wilson, Co-founder and Managing Director of Mobileweb Company. "We are excited to partner with the UK's leading fixed fee estate agent to deliver property details to mobile users and help build a powerful presence for the brand in the mobile environment".

Over 22 million¹ people in the UK used their mobile to browse mobile sites each month. With property related searches from mobile devices having soared over the past year, each month there are literally tens of thousands of searches for properties for sale.

"Mobile web and search is increasing as a valuable way for consumers to find and view details of properties, it is our aim to ensure that details of all our properties are accessible and can be viewed by a potential buyer using any mobile device" said Malcolm Lovett, Managing Director of Chimney Pots Online. "Mobileweb Company is a global leader in this space and our partnership is expected to drive our ambitions for the mobile environment".

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For further information on this statement please email: press@mobileweb.co.uk

ABOUT

Chimney Pots Online is the UK's number one nationwide fixed fee estate agent. A modern forward thinking estate agent, Chimney Pots Online Estate Agents offer a very cost effective way to market your property and reach thousands of potential buyers. For more information, please visit: www.chimneypotsonline.co.uk

Mobileweb Company is working with brands to deliver an advantage in mobile. A leading global provider of strategic mobile marketing and optimisation solutions, their mission is making a brand's content, products and services universally discoverable, accessible and useful for mobile consumers. Founded in 2010, Mobileweb Company is bursting onto the scene with a best-in-class technology recognised by leading industry analysts. For more information, please visit: www.mobileweb.co.uk

¹ GSMA and comScore, June 2011