

Contact

Kristy Maddox
Mobile CDN Inc
1-877-233-3007 EXT 313
klmaddox@mobilecdn.com



MOBILE CDN POWERS LIVE IPL CRICKET ON MOBILEPLATFORM FOR APALYA TV

Mobile CDN delivers Live Coverage of the Indian Premier League for Apalya TV with the new Mobile Platform

ATLANTA, USA - March 23, 2010 - The mobile power force and CEO behind the mobile firm Mobile CDN, Inc. ("MobileCDN"; www.mobilecdn.com), Euan McLeod, announced today a new partnership with Apalya TV to deliver live mobile coverage of the IPL cricket tournament using MobileCDN's new Mobile Platform (MobilePlatform.com).

"Apalya chose Mobile CDN for streaming live coverage of all IPL cricket matches due to their robust mobile platform and India based Points of Presence (POP) for both publishing and distribution of content", said CEO Vamshi Reddy. "Apalya TV is offering sports fans the opportunity to view every IPL match live for the duration of the event on the iPhone for just \$4.99. The live video can be viewed on the iPhone over Edge, 3G and WiFi networks. With MobileCDN's help, the mobile video quality often surpasses the experience available through other platforms".

The partnership with Mobile CDN has helped Apalya enable sports fans worldwide to watch live cricket games in any location on their iPhone. The Apalya TV application is available through iTunes under the name DLF IPL Live 3 ("DLF IPL Live 3"; <http://itunes.apple.com/us/app/dlfipl3-live/id362498542?mt=8>).

"Apalya has a firm focus on the quality of user experience. We pride ourselves in offering the highest performance for mobile TV solutions in the marketplace", stated Mr. Reddy. "After extensive testing of all the major CDNs and mobile video platforms we chose MobileCDN and their feature rich MobilePlatform because they offer both the best performance in terms of mobile video delivery and best support backed by authentic expertise in mobile delivery", said Mr. Ram Raju Product Development Manager at Apalya. "MobileCDN was pivotal in helping us deliver on our commitment of a 5-minute delayed telecast to mobile consumers in UK"

Mobile CDN have proven their leadership in delivering large scale mobile events for the likes of NBA, USGA and Mariah Carey, having developed a MobilePlatform built specifically from the ground up for mobile content delivery. Speaking at a conference from their Atlanta Head Office, Mobile CDN CEO, Euan McLeod, stated "We look forward to developing our partnership with Apalya who intend to leverage our new MobilePlatform, to manage, deliver and monetize their vast and impressive selection of content from leading broadcasters".

Mobile CDN is proud of their achievements in bringing innovative mobile services to the market and their proven track record has attracted an impressive list of international content providers. Apalya TV's decision to partner with MobileCDN for a global live event like the IPL, which is one of the most popular sports on the Planet, further solidifies their position in the market as the leading Mobile Content Delivery Platform.

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Mr McLeod continued to say "Mobile CDN focuses exclusively on Mobile Content and Monetization and this focus helps us create successful strategies for our forward thinking clients. We have authentic mobile expertise that greatly differentiates us from the pure play CDN providers. Our primary concern is quality of service as opposed to quantity of traffic and this has always proven to be very valuable for our clients in engaging audiences and monetizing content".

About Mobile CDN

Mobile CDN is a content delivery network built from the ground up specifically to meet the many challenges faced in delivering content over mobile networks, to the huge array of mobile devices and operating systems. By focusing exclusively on mobile content and monetization, Mobile CDN ensures the richest experiences for mobile audiences. Our MobilePlatform product enables media companies, brands and organizations to create successful mobile initiatives. Mobile CDN products have proven to increase audience reach, generate new revenue streams and deeply engage growing audiences. Mobile CDN is headquartered in Atlanta, GA.

About Apalya Technologies

Apalya Technologies is India's dominant white-label content aggregation, provisioning and distribution platform in the Mobile Video Delivery space. Apalya's Mobile Video Delivery Platform seamlessly streams video content to Consumers, integrating Mobile Operators, Content owners and Mobile advertisers, creating new revenue streams across the New Media value chain.

