

PRESS RELEASE

www.configuremyphone.com launched to help Britain get the most from its mobile phones

*Problems getting email on your mobile, sending pictures or browsing the web?
– It's over!*

Poole, UK, 27th May 2008. www.configuremyphone.com launches today, offering consumers an easy way to set-up their mobile phones to send and receive photos and email, browse the internet and download games.

One in five UK mobile users has experienced the disappointment of an “error” message when trying to send a picture, download a mobile game or use their phone to surf the internet. Even more suffer problems when trying to set-up their phone to access an email account. Many of these errors are caused by incomplete or missing “settings” on the phone.

The simple to use service is available for UK customers of Orange, Vodafone, T-Mobile, Virgin and 3 and supports more than 1,500 mobile phone models. Costing just £1 (plus standard network SMS charge) www.configuremyphone.com is quick and easy to use.

After selecting their desired service and entering a few key details, including mobile model, phone number and mobile configuremyphone.com sends the necessary settings directly to the user's handset. The whole process typically takes less than 90 seconds and removes the need for any complicated set-up.

Tim Deluca-Smith, from the company which operates the service, WDSGlobal, said, “Consumers are flocking to buy phones that promise them the ability to surf the Internet, share photos with friends and download mobile ‘entertainment’ such as games, video and music. However, when they get home millions simply give up if their handset fails to connect. Settings often aren't installed on the phone and some services, such as email, can be notoriously difficult to configure if you don't know your service providers details; it can be very disappointing.

“We have created configuremyphone.com to help Britain’s mobile users get the most from their mobile phones in the fastest and simplest way possible,” finishes Deluca-Smith.

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Notes to editors

Configuremyphone.com is the first independent, direct-to-consumer mobile configuration service that aggregates, and makes available, mobile data service settings from the UK’s major mobile operator networks as well as email settings from more than 4000 email service providers. The service uses premium-rate SMS (the world’s most popular mobile payment method) to charge users £1 per configuration (standard network operator SMS charge also applies). The service is owned and operated by WDSGlobal.

About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers’ expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry’s most complete solution for the management of subscribers, devices and services. The company currently counts over 100 customers, including most of the world’s largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, please visit www.wdsglobal.com

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