



PRESS RELEASE

Configuremyphone.com launches to help Americans get more from their cell phones

Offers fast, convenient way to get cell phones configured for mobile Internet, email, Java and multimedia messaging

Kirkland (WA), 31st July 2009. Configuremyphone.com launches today, offering a convenient solution to the millions of Americans who struggle to set-up their GSM cell phones for services such as email, Internet browsing and picture messaging.

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

Already available in the UK and Australia, configuremyphone.com is a new web-based service that automatically installs the requested settings on a user's phone. Costing between \$2.50 and \$3.00 (plus standard network SMS charge), the service is currently available for customers of AT&T and T-Mobile.

Users simply select their desired service and enter their cell phone model, phone number and carrier. The settings are then delivered to the cell phone for automatic installation. 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, "There's nothing more frustrating than turning on your new phone, only to find that it won't do what it promised! Sometimes, the correct settings aren't installed on the phone, or they've been deleted. Other services, such as email, can be notoriously difficult to configure if you don't know your service provider's details; it can be very disappointing. We've launched configuremyphone.com to help consumers get the very most from their cell phones, whether it be web browsing, email or the ability to download games and content."

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About:

Configuremyphone.com is the first independent, direct-to-consumer mobile configuration service that aggregates, and makes available, mobile data service settings from major mobile operator networks as well as email settings from more than 8000 email service providers. The service uses premium-rate SMS (the world's most popular mobile payment method) to charge users. The service is owned and operated by UK-headquartered WDSGlobal. For more information, please visit www.configuremyphone.com or www.wdsglobal.com

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