



PRESS RELEASE

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Industry-first WAP site brings Mobil 1 to people's mobile phones

"The Mobil brand has always been synonymous with innovation. The Mobil 1 WAP site exemplifies our commitment to ensuring our customers are first to enjoy the benefits of cutting-edge technology." Mark Humphries, field marketing manager, ExxonMobil Lubricants and Specialities, Leatherhead, UK

The recent launch of the Mobil 1 WAP site is set to reinforce the brand's reputation for technology-based innovation and excellence. The site, another industry first from Mobil, is essentially a condensed internet site specifically designed for the benefit of mobile phone users. As well as featuring the latest motor sport updates and driving tips, the site will allow visitors to download a range of video clips, wallpaper and 3D animations directly onto their mobile phones.

Commenting on the trends behind the launch, Mark Humphries, field marketing manager at ExxonMobil Lubricants and Specialities, says: "The Mobil 1 WAP site is an inspired way of tapping into people's growing appetite for multi-media content they can enjoy on their mobile phones. Over 80% of adults in this country now have a mobile and most modern mobiles can easily handle the sound and vision features that we take for granted on conventional web sites. The Mobil 1 WAP site delivers these features seamlessly while giving us an innovative and interactive way to engage a very receptive audience."

Mark plans to promote Mobil's latest innovation with a campaign targeting High Street outlets around the UK. "The Mobil 1 WAP site is first of its type in our industry," he notes. "As well as entertaining and informing visitors, the site will help to communicate the proven strengths of the Mobil 1 brand to a generation raised on mobile technology."

To access the Mobil 1 WAP site, simply text Mobil 1 to 60999. Texts are charged at standard network rates. For more information about the Mobil 1 WAP site, contact **lubes.marketing.uk@exxonmobil.com**