



Alatto Press Release

Dublin, 23rd January 2007

TRIBES - Alatto's OFF-Portal solution exceeded 42 Million page views in 2006

Alatto's Tribes solution experienced a tremendous growth in 2006 with more than 42 million page views in the calendar year.

A further drilldown into the statistics show that:

- 1) Each user consumed 221kb of data per visit.
- 2) 31% of the consumers returned within the same Month.

Alatto's Sales Manager Gøran Aasen said:

"We are extremely happy with the growth of Tribes. A Managed OFF-Portal seamlessly integrated with existing portals has proven to be very successful. By listening to our customers needs we have found a unique niche in the Search and Discovery market"

- TRIBES is a easy to use, easy to implement solution that work on all handsets without the need for downloads, installations or configurations. If the handset is wap enabled, then it is also ready for Tribes.
- TRIBES is patented and combines an index of OFF-Portal sites with a browsing methodology that learns the likes and dislikes of mobile users. Tribes therefore presents suitable content in a tailored view to each user.

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