



Alatto Press Release

Dublin, 25th July 2007

TRIBES – B2C Portals now also available in French and German

Alatto earlier this week launched two new OFF-Portals targeting the French and German speaking countries:

- TRIBES France <http://fg.tribes.cc/fr>
- TRIBES Germany <http://fg.tribes.cc/gr>

Alatto's Sales Manager Gøran Aasen said at the launch:

“The amount of traffic experienced to TRIBES GlobalEN (<http://gb.tribes.cc/globalen>) and TRIBES Africa (<http://tnr.tribes.cc/ccom/>) from German and French speaking countries proved to us that there was a huge potential for further localized TRIBES portals”.

“We use our portals to bring awareness of our unique and patented navigation methodology, and to prove that our concept works across languages and cultures. In return we get a lot of valuable data on user behavior and the popularity of the different mobile sites – hereunder both the sites already indexed in our portal, but even more interesting also the sites our customers find while surfing the mobile web.”

- 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.
- Tailored versions of TRIBES is currently in use by 5 European mobile operators as OFF-Portal extensions to their existing portals.

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