

Press Release
MindMatics Ltd

MINDMATICS TO POWER BEATBULLYING'S LAUNCH OF CYBERMENTORS TO STAMP OUT CYBER-BULLYING EPIDEMIC

Client: Beatbullying (CyberMentors)

Gordon Brown, Ed Balls and top celebrities back ground-breaking anti-cyberbullying scheme

London, March 3, 2009 - MindMatics, a global leader in the development and implementation of mobile services, announced its partnership with Beatbullying, the UK's leading bullying prevention charity. Beatbullying is tackling the UK's cyberbullying epidemic head-on with the launch of CyberMentors (www.cybermentors.org.uk), the first nationwide online peer-mentoring social networking site.

The launch of CyberMentors follows Safer Internet Day on 10th February where social networking giants including Facebook and MySpace agreed that they need to work together to find new ways of preventing cyberbullying. For the first time, young people suffering at the hands of cyberbullying can seek immediate help and advice from other young people. CyberMentors can be found online at www.cybermentors.org.uk. MindMatics' mobile services provide CyberMentors with the means to get in touch with young people via another channel – the mobile phone.

Emma Jane Cross, Chief Executive, Beatbullying comments, "CyberMentors is the direct result of feedback given by the young people we have been working with in schools and communities across the country for the past seven years. It is the first time that the Third Sector, government, volunteers and young people are working together on a large scale and in an integrated way to tackle one of the biggest issues facing society today. We're looking forward to encouraging more social networking sites to come on board and address everyone's responsibility to keep young people safe."

"We are thrilled to be part of a project as worthwhile as CyberMentors," said Michael Englmaier, Head of Business Development at MindMatics. "MindMatics is looking forward to contributing to CyberMentors launch and future success."

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MindMatics is a global leader in the development and implementation of mobile services. As a full service provider, MindMatics is active in three areas: mobile messaging and payment, mobile Internet and mobile marketing. More than 500 businesses throughout Europe have realized their mobile services with MindMatics. Customers include Unilever, T-Mobile, Volkswagen, Coca-Cola, Procter & Gamble, ProSieben and Vodafone. MindMatics was founded in March 2000 and employs over 130 staff at its offices in London, Munich, Cologne, Vienna and Los Angeles. (www.mindmatics.co.uk)

About Beatbullying

Beatbullying is the UK's leading bullying prevention charity. Founded in 1999, Beatbullying empowers young people to lead anti-bullying campaigns in their schools and local communities, and builds the capacity of local communities to sustain the work. Beatbullying has directly and indirectly worked with 700,000+ young people over the last five years, assisting and supporting young people that are being bullied, re-educating and changing the behaviour of young people that bully, and preventing bullying in schools and communities across the UK. CyberMentors is a Beatbullying project. (www.cybermentors.org or www.beatbullying.org)

Press releases and graphical material can be found at www.mindmatics.co.uk.

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For further information please contact:

Tel.: +44 20 74185550

UKinfo@mindmatics.co.uk

MindMatics Ltd

4 Crinan Street
London
N1 9XW

Tel: +44 (0)20 7418 5550
Fax: +44 (0)20 7418 5551
ukinfo@mindmatics.co.uk
www.mindmatics.co.uk

Bank Transfers:
HSBC London, UK
Sort code: 400203
Account: 51482807
Vat. Reg. No. 766854967
Reg. in England
no. 4085214

Managing Director UK:
Armin Barbalata

Board of Directors:
Ingo Lippert
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Armin Barbalata

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