

MindMatics to organize pan-European SMS voting for the 2009 Eurovision Song Contest

Munich, 11 May 2009 – On 16 May in Moscow, Russia, Europe's top song will be chosen for the 54th time at the Eurovision Song Contest (ESC). The occasion is the 12th time that MindMatics AG have been tasked with organising the SMS voting for a European Broadcasting Union (EBU) event as a partner to digame mobile GmbH, Cologne, Germany. Moreover, the ESC is the largest TV voting event in the world.

A total of 42 nations are taking part this year. As was the case last year, the 2009 semi-finals have been divided into two groups of countries, with 37 nations battling it out for one of the 20 available places in the final. The first semi-final being held on 12 May 2009. As reigning titleholder, Russia has already qualified for the final, along with France, Spain, England and Germany as the largest participating countries.

In the final, viewers will have precisely 15 minutes following the final live performance to register their vote. MindMatics will then bundle all the SMS votes received from the respective countries and forward these to a pan-European voting platform provided by digame mobile, Cologne. There the final result of the voting will be ascertained from all the SMS messages and calls registered, before being sent to Moscow and each participating country.

On Saturday night at 9 pm CET over 100 million viewers throughout Europe will be following the ultimate musical event on TV.

"We are delighted that this year we are once again working with MindMatics AG as a cooperation partner for the Eurovision Song Contest", stated Werner Klötsch, Managing Director of digame mobile GmbH. "For us, reliability is of prime importance and MindMatics has already proved during previous joint events that it is more than capable of meeting our exceptionally high standards", he continued.

**Press release
MindMatics AG**

About MindMatics:

MindMatics AG has carved out its position as the global market leader for network-operator-based small amount billing services. The company enables around 3,1 billion people in 60 countries to effect small payments or register votes via SMS. Moreover, MindMatics also offers a global SMS dispatch infrastructure that is optimised for ultimate reliability and performance. MindMatics customers include internationally operative airlines, financial institutes, web portals, retail businesses and telecommunication companies. MindMatics AG was established in March 2000 and employs over 100 staff at its offices in Munich, Cologne, Vienna, and London.

This press release and photo material is also available at www.mindmatics.de.

Press contact:

Matthias Seidel
MindMatics AG
Marcel-Breuer-Str. 18
D-80807 Munich
Germany
Tel.: +49 89 322986-0
Fax: +49 89 322986-570
Email: Press@MindMatics.de
www.MindMatics.de

MindMatics AG

Marcel-Breuer-Str.18
D - 80807 München
Tel.: +49 89 322986-0
Fax: +49 89 322986-570

info@mindmatics.de
www.mindmatics.de

Bankverbindung:
Dresdner Bank München
Konto-Nr. 304 433 600
BLZ 700 800 00
IBAN:
DE8070080000304433600
SWIFT: DRES DE FF 700
Ust-IdNr. DE211603599

Handelsregister
Registergericht München
HRB 131369

Vorstand:
Ingo Lippert
Christian Hinrichs
Armin Barbalata

Aufsichtsrat:
Olav Ostin - Vorsitzender
Alexander Schmidt-Vogel
Phil Chapman