



PRESS RELEASE

After securing 1.4M€ of private investment in July 2006 NOSIBAY has doubled its technical staff and strengthened its management team, to ensure its status as a dominant e-marketing 2.0 player.

Private investor, Hughes de Montfalcon, was seduced by Nosibay's innovative and high-performance e-marketing solutions. The company offers a wide range of direct-to-desktop communication tools including toolbars and desktop alerts which enable the creation of a direct link between web site editors and their user community, bypassing the internet browser and email inbox.

A “tailor-made” solution for web site editors and advertisers NOSIBAY at the heart of Internet 2.0

Montpellier, 22 January 2007 – Created in 2004 by Laurent Taton and after three years of R&D, NOSIBAY is successfully marketing a “tailor-made” software application. The innovative technology enables web-site editors to deliver information directly to their users' desktops and thus manage and optimise the potential of their web site traffic.

The private investment secured thanks to Nosibay's new partner and investor Hughes de Montfalcon has enabled the company to keep going and achieve its objectives in the first steps of its ambitious R&D programme.

NOSIBAY: Mastering the internet

Whilst there has been an 80% increase in on-line advertising between 2003 and 2005 and an important growth in the number of internet users (+21% in 2006), internet users have also become saturated by email campaigns. As a result 20% of emails sent are never delivered due to anti-spam filters and ISP policies.

Henceforth the big brand names are keen to build long term links between their website and its users to maximise customer loyalty. But how can websites catch the internet users' attention without being intrusive? How can web sites create long term links with their users even when they are not using the internet?



Nosibay offers an innovative alternative solution to these challenges which enables web site users to communicate directly to their users' desktops by bypassing the browser and the email inbox. Nosibay's products constitute high-performance e-marketing solutions for customer acquisition and retention and for maximising customer value and loyalty.

The NOSIBAY solution

NOSIBAY has developed and markets a range of e-marketing techniques which enable its clients (e-commerce, media and events based websites) to deliver their messages in real-time directly to their users' desktops, bypassing traditional communication channels (such as email inboxes and browsers).

The Nosibay solutions are configured and customised to suit the particular online business needs of each client and can integrate all types of multimedia (html pages, flash animation, audio and video) in different forms:

- **Toolbar independent from the Internet browser**
- **Real-time Desktop Alerts**
- **RSS/Podcast reader**
- **News Brief**

[Click here to see Nosibay solutions](#)

Important website are convinced by NOSIBAY products

The Nosibay solutions have already been adopted by a number of important websites (www.cdiseout.com, www.f1-Live.com, www.notretemps.com, <http://www.football365.fr>, <http://www.rougefm.com>, <http://www.unibet.com> ...). Today NOSIBAY is working on a number of projects thanks to the innovative character of its unique offer. An offer which has attracted French and European website editors who wish to communicate directly with their internet users' and thus create customer loyalty and optimise their return on investment.

Well known investor won over by Nosibay

Hugues de Montfalcon is today one of the most well known people in the internet and mobile service industry. Co-founder of the group Jet Multimedia through which as director he developed internet access for the general public with France Explorer until its sale to 9 Telecom. He then took over and developed Mediafusion in Madrid into one of the main actors in the Spanish mobile service industry. Today Hughes de Montfalcon is involved in the media and owns several radio networks (including Rouge FM and Radio Lac).



An experienced management team

NOSIBAY is made up of a team of experienced professionals with expertise in multi-media communication protocols, online service provision, micro-payment technologies and client server applications.

Given Nosibay's initial success with advertisers, Chairman and Managing Director Laurent Taton has continued the company's development, strengthening its management team by recruiting two key members of staff: Patrick de Vautibault, Marketing and Sales Director who has more than 15 years experience in online service development sales and engineer Djibril NDoye, Project Manager responsible for expanding the Nosibay technology to mobile.

Nosibay currently employs 13 people.

About Nosibay

Created in 2004, NOSIBAY is a start-up company which offers innovative e-marketing solutions pour the European market which maximise the potential and diffusion of personalised internet content.

E-marketing strategies must today adapt to the realities of the market: NOSIBAY offers website editors and advertisers innovative and efficient solutions for client acquisition and retention.

NOSIBAY is a French company with a share capital of 325 000€ whose registered office is located in Montpellier, France.

NOSIBAY employs 13 people.

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