



## PRESS RELEASE

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## Mobile Distillery Opens Its First International Agency in Montreal and Inaugurates Its Parisian Office

**France, Marseilles – March 31<sup>st</sup> 2008** – Mobile Distillery, the leading developer of automatic porting and optimising software solutions for the Java mobile application industry, today announced the most recent steps in its' global expansion plans, with the opening of two new offices in Montreal, Canada and Paris, France. The opening of these offices follows the investment of two million euros by technology venture capital firm Viveris Management, announced in January 2008.

The Montreal office will focus on the high number of mobile developers located in Canada and the East coast of the US. Via the Montreal office these development teams centred particularly on the mobile gaming and entertainment industries will now have first class local support and convenient access to Mobile Distillery's development expertise.

The Paris office will serve as new business centre for Mobile Distillery's International customers to reinforce the global sales and marketing activities of the company. The headquarter of the company remains in Marseilles, in the heart of the French Mobile Valley.

Mobile Distillery was founded in 2005 to address the problems associated with device and platform fragmentation in the mobile content and enterprise markets. Its award-winning automatic porting and optimization software solution, Celsius, enables Java mobile developers to create individually optimized applications for more than 800 Java & BREW handsets (to date!), from a single set of source code in just a few clicks. By using Celsius as part of their development process, companies can speed up development and reduce porting time by up to 80%.

*"2007 saw a significant increase in the number of mobile developers and publishers choosing to work with Mobile Distillery to port their java applications. With today's opening of our Paris and Montreal offices we can offer even better support for developers using our Celsius solution,"* commented Eric Lemaréchal, Co-Founder & CEO of Mobile Distillery. *"This is just the beginning – we expect to open further offices in the US by the end of the year to meet the demand we are seeing for Celsius from US Java and BREW developers."*

## About Mobile Distillery

A specialist in mobile technologies, especially Java™ Micro Edition and BREW, Mobile Distillery was founded in 2005 to solve the platform and handset fragmentation issue that developers face when developing Mobile content & service. Its software solutions reduce porting cycles by up to 80%, generate cost savings, and accelerate time-to-market of Java mobile applications while ensuring their easy updates to new devices in European, North-American and Asian markets.

Celsius, Mobile Distillery's award winning Automatic Porting software solution, radically simplifies and optimizes the Java Mobile application development life cycle - from conception, development, through porting, testing, to deployment and backfilling processes. Thanks to Celsius, only 1 source code and a few clicks are needed to allow developers to create individually optimized mobile applications for more than 800 Java & Brew handsets (to date) and to ensure backfilling for new devices.

Mobile Distillery's customers include web specialists (Amadeus, Mappy, Orange/Voila, Overblog, Sharewire, ...), mobile game publishers (Exkee, Lexis Mobile, Visiware, ...), mobile marketing agencies (Anxa/Playfone, CubeX Agency, Ubitouch, ...), IT service companies (Atos Worldline, Prylos, SII, ...), as well as developers, publishers and system integrators across the mobile application ecosystem.

In 2007, more than 200 different mobile applications had been created using Celsius solutions around the world. Celsius servers have generated over 250,000 compilations in total.

Additional information is available at [www.mobile-distillery.com](http://www.mobile-distillery.com)



porting Java ME applications  
to 800 phones in a few clicks