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## Jonathan Mckay Joins Celltick Board

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Industry Veteran Jonathan McKay Joins Celltick Board To Advise On Global Expansion



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London, UK, 22 June 2005 – Celltick Technologies, the global leader in idle-screen services and interactive mobile broadcast, today announced the appointment of Jonathan McKay to its board of directors. Mackay will be in charge of building and managing the company’s advisory board.

McKay, a specialist in technology sales and marketing, will support Celltick’s global growth efforts. He is well qualified for the role, serving as chairman of two UK-headquartered companies: Exony, which specialises in software and services for the contact centre industry; and Tribold, which provides software to telecom operators. Previously he held a string of senior positions in Europe and the US at Sun Microsystems, Forte Software, and Sybase, among others.

Celltick helps mobile operators solve one of their biggest problems – content discovery. Following the build-up of huge content catalogues, operators need to find a new promotion mechanism to encourage users to utilise new services. The company’s LiveScreen solution broadcasts streams of free news headlines, sport reports, weather updates, music stories, gossip and games directly to the screens of mobile phones. Just like a screen saver, the messages appear silently when the phone is not in use, and allow users access to a variety of data services with one-click. Operators already using LiveScreen include VimpelCom in Russia, AIS in Thailand, Hutchison India, China Unicom, Orange Israel and MTN Networks in Sri Lanka.

“Celltick is set to become a key player in the mobile phone industry as interactive broadcast, and idle screen services are adopted across the world,” said McKay. “There is a huge potential for growth and it’s my intention to help the company fulfill that potential.”

Jeff Gordon, Chairman-of-the-Board, said: ÅgWe need a heavy hitter with first-hand experience of sales and marketing in Europe and the US. With more than 20 yearsÅf experience with some of the industryÅfs most respected names, Jonathan more than met this brief. We are excited to have him on boardÅh.

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