



PRESS RELEASE:
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Rough Guides Mobile reaches 5 million phones

Rough Guides Mobile travel application is now on 5 million mobile phones throughout Europe.

Created for Rough Guides by Creativity Software, Rough Guides Mobile is a mobile application which provides travel content through a navigable map interface, allowing consumers to access useful travel information to over 200 cities in 33 European countries. It is embedded on all new Motorola handsets sold through retail in Europe and is offered by Samsung through its Fun Club portal in the UK.

The news comes as a recent spate of acquisitions clearly signals the intention of some large mobile players to begin delivering travel guide content across mobile devices - Tom Tom, the supplier of GPS personal navigation devices have acquired TeleAtlas, the second biggest supplier of maps in the world; and Nokia have acquired Navteq, the biggest supplier of digital maps in the world.

Liz Statham, Marketing and PR Director of Rough Guides, commented: "Today's traveller wants travel information that they can trust available to them in whatever format best meets their needs. Rough Guides are known for telling it like it is and we are delighted that our travel information can now be accessed by million of mobile phone users, many of whom will already be loyal Rough Guide book buyers"

Saul Olivares, Marketing Manager of Creativity Software commented, "We're very pleased with the tremendous success of Rough Guides Mobile. While many companies are aligning their strategies to ensure they are able to offer valuable content to mobile phone users, we are already present in more than 5 million phones throughout Europe. Mobile device manufacturers are realising the importance to deliver branded and rated travel content to their consumers and this is exactly what Rough Guides Mobile offers".

For more info about Rough Guides Mobile visit: www.roughguides.com/mobile

About Creativity Software

Creativity Software is a UK-based technology company specialising in Location Based Service. The company provides white label mobile location solutions e.g. Child Finder, Friend / Buddy Finder, Asset Tracking (e.g. Fleet Management), Field Worker Management, etc. These solutions enable mobile operators & service providers to increase their ARPU and customer loyalty, while helping enterprises manage their people and assets more effectively. In addition to these, the company mobilises travel content from trusted brands such as Rough Guides, enabling mobile device manufacturers to bring innovative applications to their consumers. For more information please visit www.roughguides.com/mobile or <http://www.creativitysoftware.net>

About Rough Guides

Rough Guides is a leading global publisher of travel information, distributed by The Penguin Group worldwide. Twice voted a CoolBrand by the SuperBrands Council and founded in 1982, Rough Guides publish over 300 travel titles with have offices in London, New York and Delhi. Respected for their accurate, up-to-date content and informed, contemporary writing, Rough Guides also produce guides to over 60 reference books on subjects as diverse as Climate Change, The Iphone and the Internet as well as downloadable travel podcasts, podscrolls, e-guides and digital maps. For more information please visit www.roughguides.com/mobile or www.roughguides.com

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