

St-Légier, Oktober 1<sup>st</sup> 2009

**Press Release : « mogoRoad iPhone removed from the Apple Store »**

Our application mogoRoad was mentioned by an internet site on September 29<sup>th</sup> 2009, as being part of a “code exploit nor undocumented calls” which would allow us to usurp the telephone numbers of the users, by using technique of hacking, so to be able to circumvent the protections of the iPhone.

The website which launched this information is [www.mac4ever.com](http://www.mac4ever.com). This wrong and defamatory information was then systematically spread out and also transmitted to Apple.

It has to be mentioned that mac4ever never contacted ID Mobile SA in order to ask questions or clarify points.

Here are the facts:

- We have never used a code exploit nor undocumented calls in order to collect mobile phone numbers
- We owe a centralized server which processes all connections to our service mogoRoad, from all platforms (Blackberry, J2ME, Windows Mobile, Android and Apple).

By this way, we're able to identify the numbers of the exclusively Swiss mobile phone numbers (MSISDN identification). We do so in a perfectly legal way, and only on the Swiss market, where existing legislation permits such a process. This is possible thanks to connections to mobile networks through SMS, WAP or through mobile internet of the telecom operators, exactly like other service providers in Switzerland.

You will understand therefore that our process linked to our server has absolutely nothing to do with the iPhone. On a technical point of view, the connection is a connection among many others, and it is identified by our database.

ID Mobile SA has never hidden the fact that users are being contacted after a free trial period. This has been the case since 2006 on all mobile platforms, in a perfectly legal and professional manner. Information collected were never being sold or transmitted, and this will never be the case in the future.

We have transmitted this information to Apple and hope now that our application will be soon accessible to the new users on the Apple Store.

ID Mobile SA  
Stéphane Blum  
CEO