



COLORZIP SEA ANNOUNCES EXPANDED STRATEGIC LEADERSHIP TEAM

1 November 2007

The award winning media technology company, **Colorzip SEA**, has announced the appointment of **Andre Monza** as **Chief Executive Officer (CEO)**, as of November 2007. Andre joins ColorZip with 22 years of business and technology-relevant experience in companies such as Lexis Nexis, UBS and Mandarin Capital Technologies in UK, Europe and, for the last 10 years, in Asia. Andre will be responsible for overseeing all strategic and operational matters for ColorZip in the Southeast Asia region.

Additionally, the company has also announced the promotion of **Andrew Jeffery** to the new role of **General Manager, Singapore**. Many of the marketing opportunities represented by the company's breakthrough technology are well supported by Andrew's extensive experience in the media and advertising industries. Following on from a career of 18 years in analogue media with leading publishers in Australia and Asia, Colorzip has provided a natural transition for Andrew into the new world of digital media. Andrew's responsibility, together with ColorZip's partner, SPH New Media, for the Singapore market, is a cornerstone of the company's strategy for the region.

Also as part of the company's overall management team, **Ernest Lo** has been promoted to the new position of **Chief Technology Officer (CTO)**. Prior to joining ColorZip 18 months ago, Ernest spent 14 years in the telecoms and e-payment industries, including Hutchison Telecom and SEMA Group in Hong Kong. Ernest holds a wide range of academic and professional qualifications, including a master degree in Telecommunications, a master degree in Quantitative Analysis for Business and a Certified Information System Security Professional (CISSP). Ernest's expertise is a core strength of the company's technology capability.

ColorZip SEA's Chairman, Frank Brown, said:

"The timing of this expansion and strengthening of the company's leadership group is perfect, as we continue to expand our business activities in Singapore and other parts of Southeast Asia, since launching the service just a few months ago. We can now capitalize on the many exciting developments and opportunities that lie in front of us".

ColorZip™ SEA and ColorZip™ Media are the developers and sole-proprietors of ColorCode™ technology, the world's most exciting and innovative content delivery medium available for mobile phones and other mobile devices.

