

## InfoGin Names New Chief Operating Officer

**Kfar Saba, November 19, 2008** - InfoGin, a pioneer and global market leader in the field of Web-to-mobile Content & Functionality Adaptation solutions announced today the appointment of Mr. Beni Kopelovitz as its new Chief Operating Officer.

Mr. Kopelovitz, has over 28 years of experience in the Israeli high tech industry and has held a number of executive leadership positions. Until recently, Mr. Kopelovitz was President and CTO of Lynx Photonic Networks. Before joining Lynx, Beni headed the R&D team of ECI Telecom's Network Systems Strategic Business Unit.

Eran Wyler, CEO & Founder of InfoGin, said "As a member of InfoGin's Board of Directors, Beni has been familiar with InfoGin since it was founded, and we are delighted to have Mr. Kopelovitz join the InfoGin family. Beni brings to InfoGin a wealth of experience and operational and technical skills in Research & Development." "InfoGin is rapidly growing and we will no doubt greatly benefit from his management and entrepreneurial experience."

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### About InfoGin

Established in April 2000, InfoGin is a pioneer and market leader offering a complete Web-to-mobile content & functionality adaptation solution that provides mobile users with the ultimate Internet experience on any mobile device. Based on more than eight years of research, InfoGin's patented technology ranges from a fully automatic and real time intelligent conversion engine to professional content editing and marketing tools. The Intelligent Mobile Platform™ (IMP™) enables complete control over all content delivered to mobile devices.

InfoGin's technology is commercially deployed with more than 40 customers including top tier operators, leading content aggregators and search providers worldwide. InfoGin's customers report a phenomenal increase in data usage, doubling their overall portal traffic in less than three months - without cannibalizing their existing data offerings, and reducing by more than 80% the operational costs of creating content and managing the configuration of mobile devices. InfoGin's technology has provided more than 20 million mobile users across the globe the best real Internet surfing experience on a daily basis, spanning more than 6,600 mobile devices.

InfoGin's IMP™ is a complete Content & Functionality Adaptation platform that supports all mobile browsers, languages and advanced Web page features, and is available in a number of operating systems. For more information, visit [www.infogin.com](http://www.infogin.com).

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