PRESS RELEASE

EXPWAY selected by 3 Italia to provide the world's first mobile TV DVB-H Electronic Service Guide

Paris, France, April 20th 2006

3 Italia, the leading Italian Mobile Media Company with more than 5,5 millions subscribers at the end of 2005, has selected EXPWAY, the world leading provider of end to end software solutions to promote, to access and to acquire multimedia content over multiple network devices, to provide its end to end Electronic Service Guide (ESG) for the Mobile TV service La3, to be launched prior to the FIFA World Cup in June/July 2006.

The Mobile TV service La3, based on DVB-H Broadcast transmission and combining pay and free channels as well as a TV shopping channel that will test the potential for interactive mobile commerce in Italy, will use EXPWAY FastESG™ solution to promote and access the broadcast TV streams.

Integrated in the DVB-H mobile phones and in the network, EXPWAY's solution will manage the content information and will allow 3 Italia to distribute a wide diversity of interactive services, generating new revenue opportunities targeted by the operator.

"We strongly believe in DVB-H and for this reason we have selected technologically advanced partners that believe, as we do, in this business and offer the highest levels of reliability" - said Dina Ravera, Chief Operating Officer of 3 Italia.

"As pioneers in shaping an open market environment for mobile broadcast services through international standardization organisation such as DVB, we are very grateful and delighted to have been selected by 3 Italia for the world-first DVB-H Mobile TV commercial launch", said Antoine Weil, EXPWAY's Chairman and Chief Executive Officer:

The FastESG™ solution is compliant with DVB-CBMS specifications. It offers the flexibility guaranteed by the standard along with more advanced features, placing the ESG at the crossroad of almost all revenue opportunities targeted by a Mobile TV operator. The FastESG™ solution is a sophisticated tool and is more than ever mission-critical for a successful mobile TV business venture. In a growing competitive environment and in order to attract customers, 3 Italia will have the needful tool to diversify its offering. The Electronic Service Guide is indeed the single gateway to articulate and enable a seamless access to the content such as the Radio, the TV channels or on-demand content.

About EXPWAY

EXPWAY is the leading provider of end to end software solutions to promote, to access and to acquire multimedia content over multiple network devices.

EXPWAY provides Electronic Content Guide and Multimedia Search Engines targeting high value content discovery system and solutions dedicated to mobile, broadband and broadcast networks. It draws its expertise from its proven and world-class patented binary XML technology, BinXML™, already adopted as the binary XML transport format by MPEG-7, TV-Anytime and DVB standards. EXPWAY solutions are suitable for constrained environments and devices such as mobile phones, digital TV set-top-boxes and portable entertainment devices. EXPWAY was created in 2000 and is headquartered in Paris, France.

For more information: http://www.expway.com.

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About 3 Italia – *Mobile Media Company*

3 Italia – It is the Mobile Media Company controlled by the Hutchinson Whampoa Group shareholder of 95,4%. Its other shareholders are NHS Investments S.A (San Paolo IMI), RCS Media Group, Gemina and 3G Mobile Investments (Franco Bernabé Group). 3 Italia won a UMTS license in Italy in October 2000, commenced offering of its services in March 2003 and is now the leader of the UMTS market in Italy, with more than 5,5 million clients ath the end of 2005, thanks to a wide offer of multimedia, video communication and internet services, besides entertainment, music, information, cinema, sport and TV on the move.

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