



## **Briabe Media Launches Single-Hand™ Mobile Website Offering For Brands Desiring To Optimize Their Mobile Internet Experience**

**FOR IMMEDIATE RELEASE**

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**Los Angeles (10-18-07)** In today's fragmented media marketplace, keeping your brand in front of your customers is more challenging than ever. However, when consumers are presented with content on their terms and in the context of their current needs, they are more likely to engage. This is why a mobile Internet presence is so important. To help brands optimize their interactive experience for mobile devices and the consumers who use them, Briabe Media today announced the launch of its Single-Hand Mobile Websites Solutions.

Briabe Media's Single-Hand™ Mobile Websites are designed utilizing industry best practices for mobile web and applications development. Moreover, Single-Hand™ provides everything that a brand needs to quickly and cost-effectively establish a powerful mobile web presence. This includes site design and development in WAP 2.0, hosting, and mobile marketing campaign integration.

"Today's consumers are on the go and desire real time access to their information and entertainment choices wherever they are," said Briabe CEO, James Briggs. "As high speed wireless data networks and sophisticated wireless devices permeate the marketplace, brands with a mobile website are better poised to take advantage of the mobile channel and increase the likelihood of reaching their targeted consumers. Briabe Media's Single-Hand™ Mobile Websites are designed to deliver the rich media experiences that will entice customers to interact with brands, regardless of their location."

For more information, please contact us at [sales@briabemedia.com](mailto:sales@briabemedia.com) or 310-710-2380.

### **About Briabe Media, Inc.**

Briabe Media is the leading U.S., multicultural mobile media agency. Briabe Media's mission is to help brands leverage mobile platforms to connect with customers via unique solutions and campaigns that complement their existing marketing efforts and expand their reach, revenue potential, and most importantly, their relevancy to the lifestyles of their target audience.



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Briabe Media, Connecting Your Brand With The Well Connected!