

Mobile Marketing Association names Lightspeed Research as official European research partner

Provides members with regular exclusive reports on mobile usage and behaviour in key markets

LONDON, (February 2, 2010): Lightspeed Research (www.lightspeedresearch.com), a leading online market research company, today announced a partnership with the Mobile Marketing Association (MMA) in Europe. Under the terms of the agreement, the MMA will use the Lightspeed Research Panel to conduct monthly primary research into consumer attitudes on topics affecting marketers, enabling the provision of regular high quality research insight to its members.

The data, covering the UK, France and Germany, will be jointly promoted by Lightspeed Research and the MMA to provide unique insights into mobile usage and behaviour, extending the MMA's highly successful series of monthly "Mobile Consumer Briefing" reports to three of the most important markets in Europe. These reports provide powerful, up-to-date insights into the latest behaviours of mobile consumers. The first Mobile Consumer Briefing report will be on the subject of mobile banking.

Paul Berney, European Managing Director at the MMA said, "We are delighted to name Lightspeed Research as an official research partner. They have extensive experience in researching the mobile market and as such, will enable us to deliver timely, relevant and highly meaningful insights to our European membership base."

As an official research partner of the MMA, Lightspeed Research will provide expert advice to the Association on emerging issues in market and media research that affect the mobile industry and sit on the organisation's committees to help facilitate best practice.

David Day, Global CEO of Lightspeed Research said, "We've always been interested in researching how consumers use their mobiles and we are really pleased to collaborate with the MMA to widen access to that insight. This agreement enables us to widen our network and increase awareness of our expertise in this area. We look forward to working with the MMA and their members to reveal new trends in the growth of mobile marketing and its associated technologies."

"With the mobile consumer constantly adopting new technologies and habits, it is vital that MMA members have a partner with a proven track record like Lightspeed to keep them informed on emerging market opportunities," said Dr. Peter Johnson, VP of Market Intelligence for MMA.

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About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a leader in quality, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

About The Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and advertising and their associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Latin American (LATAM), Middle East & Africa (MEA) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com. For information relating to the MMA's Mobile Marketing Forum series, please visit www.mobilemarketingforum.com.

Offering a wealth of industry knowledge in the form of research, educational tools and case studies, the MMA promotes and evangelizes the mobile channel and sets globally adopted initiatives, guidelines and best practices. One of the additional ways MMA helps grow the industry is by conducting timely, authoritative research and analyses that provide MMA members and their clients a competitive advantage in understanding the market. For all research-related inquiries, please contact research@mmaglobal.com.