



**INNOVATIVE MOBILE TELECOMS BUSINESS DEVELOPER, MIKE
MOGHADDAS JOINS ANTIX LABS' BOARD**

3rd February 2009: Reading, England – Mike Moghaddas has joined Antix's Board of Directors working alongside Chairman Juan Montes and Francis Charig, the company's Chief Executive.

Mike Moghaddas' pedigree spans companies that include Sony International, Sony Ericsson and Voice Signal and he offers a wealth of experience in strategic innovation and successfully taking groundbreaking solutions to market.

Moghaddas joined Sony International in January 2000 as Head of Business Development where, having set up the application, services and content strategy, he built and ran the team to execute it. He also rolled out the first Java phone (SO503) outside Japan, and was part of the team that put together the product and application strategy for a joint venture between Sony and Ericsson. Moghaddas then moved to Sony Ericsson as Head of Music, Movies and DRM where he created the Walkman phone strategy which delivered over €4 Billion in revenues to the business by 2006. He became the youngest member of the Sony Ericsson Joint Venture and Turn Around team ahead of a move to Voice Signal Inc. As Vice President of Business Development, Moghaddas was instrumental in establishing Voice Signal as the market leader in voice recognition technology, embedded in over 200 million mobile phones with continued growth. The company was acquired in August 2007 by Nuance Corp (for \$300M) and is now part of a global organization.

Mike is Managing Partner at management consultant Neeroo Consulting, VP of Business Development for KeyCriteria Holding and a serial entrepreneur holding a number of selective, non-executive positions.

Mike Moghaddas comments, "I have known Francis and admired his team for a long time; the attraction of working with Antix is that it currently has the best gaming and application platform available in the mobile industry, a platform prepared to support fully a convergent industry, working on PCs, mobiles, TVs and any other digitally connected device. I am extremely happy to be able to support Francis and his team through its successful journey."

Francis Charig, Chief Executive comments, "Antix is constructing a first class board of many talents who understand the dynamics relevant to Antix's growth and can contribute to its success. As with Juan Montes, our newly appointed Chairman, Mike's background and personality make him a perfect fit as we drive the company's development."

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About Antix Labs

Antix, the innovative, compact and powerful, universal player running single SKU, 2D and 3D, P2P games on phones, televisions and personal computers, accelerating content time-to-market, reducing development costs, exploiting existing assets, improving content discovery and designed to meet the consumer's ever increasing expectations and aspirations.

Antix Labs, headquartered in the UK, was founded in 2007 by Francis Charig, a World Economic Forum Technology Pioneer. The Antix team has accumulated more than 500 man-years experience in the design and bringing to market of rich media software platforms working for operators, handset manufacturers, games publishers, compiler companies and silicon design houses.

For further information, please contact:

Neil Curtis

Antix Labs

T: +44 (0) 118 357 0 357

F: +44 (0) 118 357 0 358

E: neil.curtis@antixlabs.com

W: <http://antixlabs.com>